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**MUSIC IN VIDEO ADVERTISING TOWARDS YOUNG CONSUMERS'
DECISION MAKING: A QUALITATIVE APPROACH**



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Abstrak

Muzik memainkan peranan penting dalam mempengaruhi pembuatan keputusan dalam kalangan pengguna muda untuk membeli produk atau servis yang diiklankan. Walau bagaimanapun, kajian terdahulu tidak menumpukan perhatian atau menyedari kekuatan muzik yang dapat dilakukan dalam kehidupan sebenar. Selain itu, pertimbangan muzik sebagai alat untuk mempengaruhi keputusan pengguna muda, telah menjadi keprihatinan penyelidik, kerana iklan video kurang unsur hiburan di mana pengiklan merasa sukar untuk mencapai sasaran mereka. Untuk memahami masalah ini, penyelidik memilih untuk meneroka kekuatan muzik dan *musical familiarity* pada pembuat keputusan pengguna yang saling berkaitan dengan pemprosesan maklumat melalui iklan video. Berpandukan kepada Model *Elaboration Likelihood*, kajian ini meneroka pendekatan kualitatif dengan menggunakan temubual mendalam dengan kumpulan pakar serta kumpulan pengguna muda. Untuk kumpulan pakar, kajian ini telah mengambil sepuluh informan melalui pensampelan bola salji, sementara sepuluh informan untuk pengguna muda, melalui pensampelan bertujuan. Temubual mendalam untuk kumpulan pakar dijalankan melalui sesi bersemuka, sementara itu untuk pengguna muda, temubual dilakukan melalui sesi dalam talian. Data untuk kedua-dua kajian dianalisis menggunakan analisis tematik. Kajian ini menggunakan data triangulasi untuk mengesahkan penemuan dan kebenaran data. Penemuan menunjukkan bahawa kekuatan muzik merupakan sebab utama untuk membuat iklan video berkesan melalui pengaruh intrinsik dan ekstrinsik. *Musical familiarity* dalam iklan video boleh ditemui dari segi kebiasaan jenama, kesedaran, identiti jenama dan tahap kebiasaan muzik yang digunakan dalam pengiklanan video. Tambahan pula, kajian ini mendapati bahawa motivasi dan minda separa sedar adalah dua cara yang berlainan membawa kepada pemprosesan maklumat ke arah pembuatan keputusan pengguna muda. Oleh itu, kajian ini memberikan bukti empirikal kepada bidang ilmu. Selain itu, untuk menjadikan iklan video berkesan, kajian ini mencadangkan satu model untuk membimbing pengiklan, pemuzik, pemasar serta pengamal media dalam memahami muzik mengenai psikologi orang ramai serta menjual produk berpotensi untuk penonton sasaran.

Kata kunci: Muzik, Video, Pengiklanan, Pemprosesan maklumat, Pembuatan keputusan pengguna muda

Abstract

Music plays an important role in influencing young consumers' decision making to buy advertised product or service. However, previous researches have not focused on the power of music in real life without audience conscious. Also, considering about music as a tool to influence young consumer decision making, has become the researcher concern, as the video advertisement lack of entertainment elements in which the advertisers find it difficult to reach their target audience. To understand this issue, the researcher chooses to explore the musical power and musical familiarity affection on consumer decision making interrelated with information processing through video advertisement. Relying on the Elaboration Likelihood Model, this study explores through qualitative approach using in-depth interviews with experts' group as well as young consumers group. For experts' group, this study has recruited ten informants through snowball sampling, while ten informants for young consumers, through purposive sampling. In-depth interview for experts' group was conducted through face-to-face sessions, whilst for young consumers, the interviews were conducted through online sessions. The data for both studies were analysed using thematic analysis. This study applied triangulation data to confirm the findings and the truthfulness of the data. The finding shows that musical power is the main reason for making the video advertisement effective through intrinsic and extrinsic influence. Musical familiarity in video advertisement can be found in terms of brand familiarity, awareness, brand identity, and the level of familiarity music used in the video advertisement. Furthermore, this study found that motivation and subconscious mind is the two different ways lead to information processing towards young consumer decision making. Therefore, this study provides empirical evidence to the body of knowledge. Also, for making the video advertisement effectives, this study proposed a model to guide the advertisers, musicians, marketers as well as media practitioners in understanding music on people's psychology as well as selling the potential product to target audience.

Keywords: Music, Video, Advertising, Information processing, Young consumer decision making

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List of Abbreviations

ASWARA	Akademi Seni Budaya dan Warisan Kebangsaan
ELM	Elaboration Likelihood Model
GSR	Galvanic Skin Response
UiTM	Universiti Teknologi MARA
UPSI	Universiti Pendidikan Sultan Idris
UUM	Universiti Utara Malaysia



CHAPTER ONE

INTRODUCTION

1.1 Background of the Study

Advertisement is a common thing or an element that has existed from a long time ago. Before the existence of television, advertisers used radio and newspapers to spread information about their products or services. Advertising is a form of paid messages sent by those who are selling something with the intent to inform or convince the targeted people to buy their products or services. In old times, advertising was introduced by print media. Advertising at that time existed in the newspapers which were short broadsheets, filled with news text (Hachtmann, 2014; Huron, 1989).

Advertising in Malaysia started in the 19th century and at that time the foreign traders were coming to Malaysia (Abdullah, 2002). The evolution of advertisement began and started changing from the ancient times. There are many advertising and marketing industries which tend to use symbols or signs to attract their target audience who are users of their products. Furthermore, consumers need to be informed about a product's quality and the advantages available in the market, this is also taken care of through advertisements (Kadir & Al Aidaros, 2015; Zain-UI-Abideen & Saleem, 2011). The symbol has been used for promotion of products over a long period of time. After some times, advertising changed to become one of the major sources of communicational tools between the manufacturers and the target audiences.

Currently, advertising has become a huge tool and very creative. People can advertise their products through Facebook, Instagram, YouTube, Television or radio. Mass

media is basically the effective medium for advertisers to influence their target audiences in making purchase decisions (Zain-Ul-Abideen & Saleem, 2011). But, advertisements in electronic media and social media are more interesting and convincing. For example, television, YouTube, and other social media have movement, images, colour, and music. Advertisers seek to offer entertaining elements in advertisement because they believe it can increase the effectiveness of their messages (Jain, Rakesh, & Chaturvedi, 2018). For example, the use of music can be as a jingle, background, or foreground in the video advertisement. Thus, it can make the video advertisement look more interesting (Jain, Rakesh, & Chaturvedi, 2018; Jain & Bagdare, 2011; Coloma & Kleiner, 2005).

Music in advertising is a very effective tool (Santos & Freire, 2013) in order to influence the desire of target audience to buy the product or service. In general, music can affect people's emotions. According to Coloma and Kleiner (2005), music that has a consonant of harmonies is stated as being playful and happy, whilst music with dissonant harmonies is more ominous and sad. In general, this acceptance of the use of music has been implemented in advertisement.

Music can be identified as an art of sounds that has its composition and experience (Fisher, 1929). Music is more important in human life, as compared to the effect of media, such as television and magazines, on youth and children. According to Tarrant, North, and Hargreaves (2000), opined that music will fulfil their emotional needs, and is also a stimulant for them in order to choose products or services. In addition, the study found that youngsters is the highest ranking age involved in listening to music.

Music can regulate the emotion and mood of a person. It is an effective way of managing or changing one's cognitive and emotional state (Chin & Rickard, 2013). Relevant music can influence young consumers' moods towards the products or service that are being advertised. According to Alpert and Alpert (1990), music in advertising does have an effect on an audience's mood and encourages them to make decisions to buy particular products. Music in advertisements may have a significant influence over the emotional responses of an audience (Alpert & Alpert, 1990).

Coloma and Kleiner (2005) stated that music is used to enhance product images in a commercial advertisement. In fact, they found that music on the television as one of the background features along with humour, sex, and colour was effective. As a controller of the mind set of consumers for advertising purposes, music is used to attract attention, and for identification, association, and remembrance (Jain & Bagdare, 2011) in video advertisement content for most of the young consumers and kids (Hassan & Daniyal, 2013).

Music is a powerful tool where it can enhance recall of a product or an advertisement through an evoked image, but at the same time, it can evoke moods, feelings, emotions and behaviours (Alpert, Alpert, & Maltz, 2005; Koelsch, 2014). Many advertisements alongside music that is congruent with the product and the environment that have been shown in the video advertisement content are able to evoke the feelings of the consumers in terms of decision making (Alpert & Alpert, 1990). Music in advertising actually served to engage the target audience attention and make the advertisement less of an unwanted intrusion (Alpert, Alpert, & Maltz, 2005; Huron, 1989).

1.2 Problem Statement

Understanding why and how advertising companies struggles are demanding by the fact that it is situation-specific (Teixeira, 2014). This means that the advertisers need to capture the audience's attention in a specific time using entertainment elements (Teixeira, 2014). There are numbers of people exposed to the advertisements who simply do not pay attention to them due to boredom (Haider & Shakib, 2017; Teixeira, 2014). Therefore, the struggle in this situation can be expected as those who skip the advertisements have no value to the advertisers (Teixeira, 2014). Teixeira (2014) stated that the only other type of content that advertisers can use is entertainment. One of the popular types of entertainment is music. Haider and Shakib (2017) stated that audiences fancy something new, and entertaining as it can grab their attention to buy the advertised products or services through the video advertisement. In this research, music can be entertaining for audiences in video advertising because it dominates the commercial (Craton, Lantos, & Geoffrey, 2011).

Furthermore, Ruth and Spangardt (2017) claimed that, there is an absence of up-to-date empirical knowledge about the use of music in advertising, especially music in video advertising. Hence, this research fill this gap by exploring music in video advertising (Teixeira, 2014; Ruth & Spangardt, 2017) and its effects on young consumers decision making towards buying the advertised products or services (Haider & Shakib, 2017; Bolton et al., 2013; Yazici, 2016; Moreno et al., 2017). Also, it can be seen in the lack of understanding of how it can affect the information processing of young consumers in terms of making decisions of buying the advertised products or services through the video advertisement content (Haider & Shakib, 2017).

Musical power and musical familiarity are the two kinds of elements to be used in video advertising. Musical power can be seen from its stylistic components of music such as genre, tempo and the characteristics of music that is used for advertising purpose (Ruth & Spangardt, 2017). It has four criteria which are creative, empathetic, emotive and informative (Nielsen 2015). Musical familiarity is more on the repeated exposure to the advertisement that leads the music to become familiar (Riley & Anderson, 2015). Musical familiarity can be defined as the amount of revelation of music in video advertisement to young consumers mind as it makes them recognise the advertised product in the video advertisement (Prior, 2016; Freitas et al., 2018). It can be linked with semantic memory processing, which is a declarative knowledge (e.g., words, colours, faces, or music) acquired over a lifetime in which enables consumer to have a feeling of familiarity when exposed to music (Freitas et al., 2018) in video advertisement content. This research needs to be explored in order to study the effect of musical power and musical familiarity and how it affects young consumers' decision making using the Elaboration Likelihood Model (ELM).

Previous studies on music and advertising have provided us with some insights and understanding on the role of music in advertising. Most previous researches have employed music in advertising and marketing to understand the factors that affect attitude changes, including the classical conditioning theory (Gorn, 1982; Riley & Anderson, 2015; Zander, 2006) and the theory of the Elaboration Likelihood Model (Riley & Anderson, 2015; Zander, 2006).

Although researchers have conducted studies regarding musical fit, musical genre, and musical congruity in terms of attitude change, perception and intention towards

products and services (Allan, 2016; Ballouli & Hutchinson, 2013; Binet, Müllensiefen, & Edwards, 2013; Oakes & North, 2013; Riley & Anderson, 2015; Zander, 2006), little is known on musical power and musical familiarity in terms of affecting the decision making amongst young consumers in video advertisement content (Teixeira, 2014; Ruth & Spangardt, 2017; Freitas et al., 2018; Haider & Shakib, 2017; Bolton et al., 2013; Yazici, 2016; Moreno et al., 2017).

Musical power in the advertising context is dealing with the central information processing system. This is due to the need of using the stylistic components of music such as genre, tempo and the characteristic of music (Ruth & Spangardt, 2017) that can place young consumer decision making in the central information processing system. Pereira et al. (2011) stated that musical power can make the brain regions found to be more active when consumer listen to its music as it may be related either in the process of “recognition of the songs or the detection of novelty” towards the product or brand in the video advertisement content (Hallam 2010; Shevy & Hung, 2013).

Figure 1.1 from Nielsen (2015) provides evidence that music has power for advertising across four key metrics which are creative, empathetic, emotive and informative. These four-key metrics were used to affect young consumers towards buying purposes. One of the ELM paths, which is the central processing, requires high motivation and the ability to process information (Petty & Cacioppo, 1986; Petty, Cacioppo, & Schumann, 1983) instead of looking at the stimulus which is music’s power that can move young consumers centrally in solving the cognitive dissonance

(Perlovsky, Cabanac, Bonniot-Cabanac, & Cabanac, 2013) in terms of decision making. Therefore, this has led to the research question (RQ1):

RQ 1: How is music in video advertisements powerful in affecting the decision making amongst young consumers towards buying the advertised products or services?

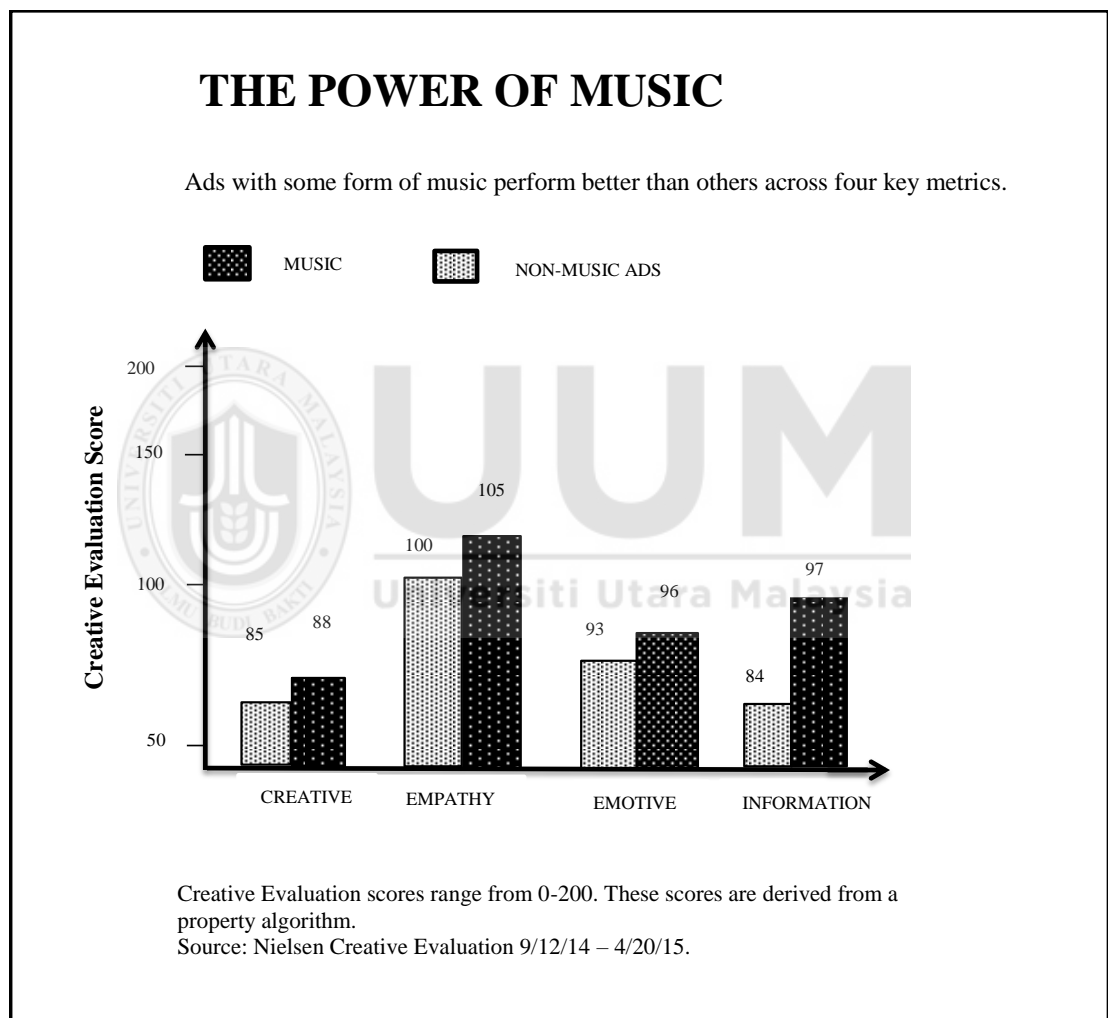


Figure 1.1. The power of music

Source: Nielsen Creative Evaluation (2015)

Musical familiarity can be defined as the amount of revelation of music in video advertisement to young consumers mind as it makes them recognise the advertised

product in the video advertisement (Prior, 2016; Freitas et al., 2018). It can also be known as an “implicit memory phenomenon,” or as a semantic memory process, in which, previous experience aids the performance of a task without conscious awareness (Freitas et al., 2018; Peretz, Gaudreau, & Bonnel, 1998). This shows that it requires low processing of the brain (Petty & Cacioppo 1986) in the video advertisement content. Musical familiarity in the advertising context is dealing with the peripheral information processing system which requires low processing of the brain (Petty & Cacioppo 1986). Santos and Freire (2013) stated that music that is familiar also, brings positive responses. The ELM of peripheral routes focus on the low motivation of information processing in terms of quantity of message argument (Cacioppo & Petty, 1984; Petty et al., 1983) instead of there being a lack of focus on musical familiarity in the advertisement (Blecha, 2015) as well as the general regularity of music in video advertising (Ruth & Spangardt, 2017) which can move young consumers peripherally, towards the advertised products or services. Thus, advertisers should take into account that repeated exposure to an advertisement leads to musical familiarity (Riley & Anderson, 2015) and its process of cognitive dissonance (Blecha, 2015) in terms of decision making for buying advertised products. Hence, this has led to research question RQ2:

RQ 2: How does music in video advertisements create familiarity on the decision making amongst young consumers towards buying the advertised products or services?

Using music for related products in advertising media is synonymous with persuasion purposes. Previous researchers have widely adopted the ELM as the underpinning theory to understand consumers’ involvement with media in the context of marketing

and advertising (Axelrod, 1963; Kokkinaki & Lunt, 1999; Roy, 2013; Scholten, 1996; and Shrum, Liu, Nespoli, & Lowrey, 2012). However, the ELM only focuses on persuasion that can induce human behaviour to have an intention for buying products but not for the consumers' decision making to buy products. For example, the credibility of the endorser is the most popular variable in product sales to influence a consumer's attitude and purchase intention (Liang & Yang, 2009; Tehrani, Tehrani, & Moghadam, 2014).

Since the ELM emphasises information processing in two routes of persuasion (Cacioppo & Petty, 1984; Petty et al., 1983), consumer decision making is also involved with information processing in terms of making choices (Yoon et al., 2005). Coburn (2015) stated that, consumers need to understand the differences in choices of a product in order to recognise the specific benefits and consequences within each choice. The involvement of information processing that leads to decision making of young consumers is unclear, as many researchers have just focused on intention solely (Fan & Miao, 2012; Giakoumaki, Avlonitis, & Baltas, 2016; Huang, Yang, & Wang, 2014; Jain, Trivedi, Joshi, & Daswani, 2015; Lee, 2009), and a lack of consideration on the decision making of the young consumers itself that can be related with this model. Information processing is effective for advertising research in order to influence young consumers in the decision making of buying the advertised products or services. Therefore, advertisers should know every cognitive, psychological and sociological aspect that can lead the young consumers in making their decisions (Narang & Mishra, 2014). Thus, this has led to the research question (RQ3):

RQ 3: How does the information processing of music in video advertisements affect the decision making amongst young consumers towards buying the advertised products or services?

1.3 Research Questions

The central question that this study aimed to answer was, how music in advertising can influence decision making amongst young consumers? Thus, this study addressed three research questions regarding music in video advertising and decision making of young consumers as follows:

RQ 1: How is music in video advertisements powerful in affecting the decision making amongst young consumers towards buying the advertised products or services?

RQ 2: How does music in video advertisements create familiarity on the decision making amongst young consumers towards buying the advertised products or services?

RQ 3: How does the information processing of music in video advertisements affect the decision making amongst young consumers towards buying the advertised products or services?

1.4 Research Objectives

This study was designed to explore specific objectives concerning music in video advertising and young consumers' decision making towards products or services. The specific objectives were:

- RO1. To explore the effects of musical power in video advertisements on the decision making amongst young consumers towards buying the advertised products or services:-
- RO2. To explore the effects of musical familiarity in video advertisement on the decision making amongst young consumers towards buying the advertised products or services :-
- RO3. To explore the effects of the information processing of music in video advertisements on the decision making amongst young consumers towards buying the advertised products or services:-

1.5 Significance of the Study

The present study investigated the music in advertising and its effect towards the decision making of young consumers about advertised products and services. The findings of this study will help other researchers to understand the importance of music in advertising that is capable of helping young consumers to make decisions in order to buy products or services. It can also contribute knowledge to the theory of the Elaboration Likelihood Model (ELM) in terms of the decision making for researchers to understand more about young consumer behaviours that are linked to advertising. Before this, the conditioning theory was tested in the decision making context for the purpose of products choice (Gorn, 1982). Meanwhile, the theory of the ELM was tested in terms of the persuasion to produce intention (Liang & Yang, 2009; Tehrani et al., 2014).

But young consumer decision making could be suited to the role of the ELM that can really work together. For example, Blackwell, Miniard, and Engel (2001), Petty and

Cacioppo (1986), and Petty et al (1983), have emphasised the role of involvement in explaining information processing or the engagement in the extensive evaluation of products and attributes. Low involvement will use simple decisions to come to conclusions of related products buying. Thus, the use of young consumer decision making in this research has shown, in more detail, the process of human behaviour that is related with stimuli and buying purposes. Furthermore, the result will deeply enhance and strengthen understanding based on previous studies on music advertising psychology.

From the methodological perspective, this research has applied the qualitative approach which is willing to go into deeper understanding based on the experiences gained by the informants. Before of this, many of the quantitative studies in the area of music advertising and marketing which have been conducted by previous researchers are limited in terms of testing the relationships and effects only between the variables (Allan, 2016a; Binet et al., 2013; Campbell & Keller, 2003; Hsu, Huang, Nordgren, Rucker, & Galinsky, 2015; Hwang & Kim, 2015). Hence, this qualitative approach opened up opportunities for the informants to talk freely about their experiences in more detail.

From the practical perspectives, at the media level, this study will assist the music practitioners in producing more variety of good music and songs which can clearly give an inspiration and fresh sounds of music to the young consumers in order to influence them to make the decisions to buy particular products or services.

For advertisers, understanding the psychology of the young consumers will help them know what kind of music young consumers prefer to listen to and what products that become their favourite things to buy. Manipulating consumers' minds with music can help advertisers and policymakers to maximise their profits under the same amount of investment (Wang, 2012). Video advertising is becoming increasingly important in motivating young consumers to watch and listen to the related products as this will bring more confidence to them in the end decision of their buying purposes. Hence, this will help music executives cooperate with advertisers to produce advertising videos that will feature specific products. Indirectly, a strong relationship between the music and the advertising industries will be built. In the end, both of these industries can sell products and gain benefits, financially. Thus, this research will be beneficial for the music psychology field, academic knowledge, advertisers and also music practitioners.

1.6 Scope of the Study

This research focused on the linkage between young consumers and video advertisements in terms of musical power, musical familiarity, information processing and consumer decision making. This study focused only on young consumers, because they usually love music (Jones, 2010; Miranda & Claes, 2009; North, Hargreaves, & O'Neill, 2000) and their intentions towards products and services are high (Reed, Mikels, & Simon, 2014). The young generation in Malaysia is an immature customer segment which is a special segment for special products (Madahi & Sukati, 2012). According to Gorn (1982), the target audience chooses one product based on the preferred music in the sub-conscious mind. But yet, not many

researchers have realised that the power of music can influence the target audience to make decisions to buy products.

In this age group, young consumers need high self-esteem (Zeigler-Hill et al., 2014). For example, they want to be beautiful, confident, challenged, and as positive as they can be. Low self-esteem is consider of people who have many negative beliefs about themselves (Zeigler-Hill et al., 2014). Besides that, young consumers always feel difficulty in making decisions including about careers, school involvement, shopping, and things that lead to risk-taking behaviours. This is because they are engaged with many more choices than older adults (Reed, Mikels, & Simon, 2014). They tend to seek information more than older adults when it comes to buying products or services that they are really attracted to.

This study has been conducted in the qualitative research design because it included a sample that represented the population of the whole of youngsters in Malaysia. Meanwhile, the experts that were selected represented the population of the whole finding of the study later. Qualitative research in advertising is very useful in order to figure out deep meaning and first hand experiences from the experts and also from the young consumers. According to Creswell (2014), qualitative research focuses on data collection which relies on text and image data and have unique steps in the data analysis that can draw on a diverse design.

1.7 Operational Definition

In this study, four variables were investigated and they were musical power, musical familiarity, information processing, and consumer decision making. Each of the variables had the following definition.

1.7.1 Musical Power

Power is the subjective, strong feeling that evokes the way people behave in their daily lives. Music is a powerful tool in human lives (Ferrer, 2015). According to Godt (2005), music is humanly intent organised sounds to become a recognisable aesthetic entity as a musical communication that is made by the maker to the listener through a medium. Humans create music from their hearts so as to get satisfaction and entertainment. Power can be defined as the ability or capacity to influence the behaviour of others (Anderson, John, & Keltner, 2012).

For the purpose of this study, musical power can be defined as the needs of the stylistic components of music such as genre, tempo and the characteristics of music to be used in the video advertisement content (Ruth & Spangardt, 2017). Pereira et al. (2011) stated that musical power can make the brain regions found to be more active when consumer listen to its music as it may be related either in the process of “recognition of the songs or the detection of novelty” towards the product or brand in the video advertisement content (Hallam 2010; Shevy & Hung, 2013). Hence, it leads young consumers to use the central processing system.

Music has its ability in which it has emotional significance (Carr, 2004), and it can be meaningful towards people and also arouse the feelings of happiness, sadness or other feelings (Botstein, 2005). Music is very popular in terms of making people feel

powerful because of its ability to influence persons as well as to increase the excitement and motivation (Godwin, Hopson, Newman, & Leszczak, 2014; Shiffriss, Bodner, & Palgi, 2015a) towards the advertised products. According to Konečni's arousal approach, he states that listening to arousal music requires more cognitive processing resources than does listening to relatively pacifying (Konečni, 1982), in terms of familiar music in which it can decrease the motivation and leads to peripheral of processing (Shevy & Hung 2013; Petty & Cacioppo 1986) towards video advertisement content. According to Kearney, Wood, Teare (2015), music and media are needed in order to communicate messages that matter to the audience which can bring changes in their communities. Furthermore the power that music has is that, it can make the arousal of motivation that helps people to be inspired after watching a product commercial with good music, as a result, they will be motivated to find out more about the product that they have become interested in (Hassanzadeh & Mahdinejad, 2013).

1.7.2 Musical Familiarity

Familiarity is defined as the amount of revelation of a person to another person and fascination to other persons (Reis, Maniaci, Caprariello, Eastwick, & Finkel, 2011). Familiarity is linked with the meanings of the terms known, secure, embodied, and predictable (Prior, 2016). It brings the connection with the ordinary, dull, every day, signifying a potential deficiency of challenge, eagerness or imagination (Prior, 2016). Music, according to Cooke (1959), are pleasant-sounding phrases, synchronisations and rhythms to affect the listener emotionally. It can be assumed that the terms of familiarity support people's assignment through melody. Hearing or listening to good music, addresses the familiarity that relates to the target audience's behaviours and responses to music, especially in regulating the choice of products in the video

advertisement (Prior & King, 2013), making young consumers easier to decide for their buying purposes.

For this study musical familiarity can be best defined as the amount of revelation of music in video advertisement to young consumers mind as it makes them recognise the advertised product in the video advertisement (Prior, 2016; Freitas et al., 2018). Musical familiarity can be linked to semantic memory processing, which is a declarative knowledge (e.g., words, colours, faces, or music) acquired over a lifetime in which enables consumer to have a feeling of familiarity when exposed to music (Freitas et al., 2018) in video advertisement content. Freitas et al., (2018) and Peretz, Gaudreau, and Bonnel, (1998), stated that, semantic processing can be defined as the previous experience aids the performance of a task without conscious awareness. This shows that musical familiarity requires low processing of the brain (Petty & Cacioppo 1986; Shevy & Hung 2013) in the video advertisement content. It brings the connection with ordinary, everyday, and less of challenge as people already have prior knowledge regarding the particular musical sound in the video advertisement towards the advertised products or services. According to Yoon (1993), when people are familiar with a piece of music, as well as having the previous knowledge, it can encourage the performance of a task without conscious awareness (Freitas et al., 2018; Peretz et al., 1998) of the video advertisement content. Musical familiarity is more towards music that people can recognise. Barrett, Ashley, Strait, and Kraus (2013) stated that familiar music will have the maximum hedonic value and it depends on a person's emotion.

1.7.3 Information Processing

Information is defined as an entity which can be identifiable and have communicable characteristics (Oppenheim, Stenson, & Wilson, 2003). According to Shunya (2006), information is naturally a qualitative entity implying the capacity for meaning creation. It has the intention of the sender and the expectation of the receiver to take into account when the communication occurs (Oppenheim et al., 2003). Whereas information processing is a system to establish information that rules the activity of units combined by the system (Sweller & Sweller, 2006).

In this study, information processing can be defined as knowledge which is communicable to create the meaning to be established. Information processing could be linked with motivation. According to Chung and Sparks (2016), a human motivational system is active when engaged with mediated messages which can influence an individual's affective state and emotional experience.

1.7.4 Consumer Decision Making

Decision making can be defined as one of the most central important processes where the higher cognitive function is at the brain in which a preferred action is chosen amongst a set of alternatives of a given criteria (Wang, Wang, Patel, & Patel, 2006). The decision making process is a good way to make a good and satisfied choice. Sometimes in making a good and strong decision, it could be played with human emotions too. Emotional intelligence can be linked to a good decision making process when the human being is capable of utilising intuition and emotions (Rausch, Hess, & Bacigalupo, 2011).

In this study, consumer decision making can be defined as emotional cognitive thought that influences people to act in the right way. Emotion can be assumed as a higher mental process of information processing which includes thinking and decision making (Juslin & Laukka, 2004). When music is played in advertisement of product, it can influence a person's emotion and make the arousal of the purchase intention (Jain & Bagdare, 2011). Finally, this emotion will make the arousal of the decision making on the choice of the advertisement regarding the products that they want to buy (Mellers, Schwartz, & Ritov, 1999).

Consumer decision making consists of five steps which are problem recognition, information searching, options evaluation, purchase and post-purchase (Jeddi, Atefi, Jalali, Poureisa, & Haghi, 2013). It has also been discussed in the theory of consumer behaviour where it brings important processes in human life when dealing with choice. The knowledge of consumer behaviour is to understand consumer thinking, feeling, and choices made from alternatives like products and services to satisfy their desires and needs (Jisana, 2014; Schiffman & Kanuk, 2007). In general, consumer behaviour is influenced strongly by cultural, social, personal and psychological characteristics (Jisana, 2014). Consumers use this process as a guide to choose products and services with information that is presented to them and with the help of music in the advertisement.

1.8 Chapter summary

This chapter discussed the background music in video advertising. It also discussed the problem statement where music is very important in order to influence young consumers in making decision for product buying. The research questions and

objectives, significance of the study, limitations, and the operational definition of the study have been discussed as well.



CHAPTER TWO

LITERATURE REVIEW

2.1 Introduction

This chapter will discuss the music in advertisements that could have an effect on consumers' minds in order to guide their buying decisions. Also, this section will draw upon the ability of music which in different ways can affect the information processing regarding products and services. This chapter will be focused on putting together the theoretical framework and will explain the various constructs of the requirements needed for the purposes of this study.

Video advertising, such as in the television medium, is the basic idea of advertising in Malaysia. Rahim and Osman (2005) stated that TV3 and TV7 are private operations supported by the sale of advertisement time. Most of the commercial advertisement will be at the prime time. During this period, music advertising plays a key role in media as to reinforce the recognition of products and services by the target audience. Other than that time, for example, in the evening at 4.00 pm when Malay dramas start, they will provide a lot of advertisements during the break, and also at night during the break of the prime news. Music can be more of a strong stimulus in order to persuade viewers to buy goods and services. Therefore, music in video advertising is very important component to be considered by advertisers.

Video advertisers should benefit from models, techniques, and a variety of attractions in the structure of the video advertisements in order to attract attention, create interest, and motivate audiences to make decisions about the products or services that they want to buy (Tehrani, et al., 2014). This is because to encourage the consumers

to make the decisions to buy products is very complicated. Expressing standards, top signs, religious factors in advertising, transparency in advertisements, trust building in advertising, foregrounding in advertising, and non-irritant advertising are factors that companies engage in for their advertising, and they have been proven to bring positive attitudes to the audience (Tehrani et al., 2014). However, these factors are not enough due to the music and decision making contexts (Guéguen & Jacob, 2014a).

Music in video advertising and how consumers response to it in terms of making decision has been neglected by previous researchers. For example, Petruzzellis, Chebat, & Palumbo (2015), carry out an experimental study in which music can affect consumer behaviour in terms of shopping activity in a mall. But this study did not clearly emphasized on how consumers are making decision when they arrived at the mall and make purchase of the product based on music. Also it did not clearly show how music leads them on purchase of the product. Also there is an experimental study to test a brand recall using celebrity, music and music plus celebrity by (Müllern, Irinca, Morawietz, & Pajarskaite, 2015). The result of the study found that the highest effects will most likely appear incorporating both which is celebrity and music aid to brand recall. But this study did not discuss in detail of how this brand recall would lead to purchase decision when consumers exposed to such video advertisement.

2.2 Extra Musical Information

Music in advertising can also be associated with extra musical information. Extra musical information can be defined as contextual information which can influence the emotion elicitation process (Vuoskoski & Eerola, 2013). According to Meyer (2008), he differentiate the term of 'extramusical' thought and meaning referring to the world outside of music from purely musical or an 'absolutist meaning'. Extra musical

meanings are activated by genre information where they can make certain fundamentals of music more noticeable and change the message's perception and comprehension, and the attitudes of the consumers (Hung, 2000, 2001; North, MacKenzie, Law, & Hargreaves, 2004).

Extra musical information can have an impact on the emotional effects of a piece of a particular piece of music (Vuoskoski & Eerola, 2013). It is more towards narratives, values or ideals, and it can be known as cultural meaning within consumer research (Larsen & Lawson, 2010; Merriam & Merriam, 1964; Vuoskoski & Eerola, 2013). Music can generate excitements and add energy (Godwin et al., 2014; Shiffriss et al., 2015a) to the message being carried in an advertisement (Jain, Rakesh, & Chaturvedi, 2018).

The extra musical aspect can produce meaning or information from the video advertisement that they watched. DeNora (1986) stated that new music or unfamiliar music makes the feeling of belief inspired by the preparatory set or contextualisation cues. There are verbal and visual contextualisation cues (Bode, 2006). Verbal cues are those such as the titles of the songs, the performers' names, lyrics, and informal talks about the music. Meanwhile, visual cues are those such as record covers, performance imagery, music videos, and visual hooks (Bode, 2004; 2006). This means that the collaboration relationship between the listener and the composer gets the work of creating the meaning performed in the music (DeNora, 1986).

Extra musical information can encourage youngsters to own particular products that relate with their own identities. In this case, the sound of music from a particular genre, aside from other genre oriented verbal or visual contents, can communicate

concepts of location, era, culture, lifestyles, and personalities as illustrated by its frequent use in films and advertising to establish settings (Kristen & Shevy, 2013). This reflexivity, can also be seen in relation to the music's function as a construction material of self-identity (DeNora, 2000).

However previous studies did not discuss the extra musical information in musical video advertising perspectives (North, Sheridan, & Areni, 2016; Oakes & North, 2013). For example the experimental studies were conducted by North, Sheridan, and Areni (2016), which is music congruity effects on consumer behaviour that are conceptualized in terms of cognitive priming of semantic networks in memory, and operationalized as congruent with a product's country of origin (Experiment 1), or congruent with the utilitarian (Experiment 2) or social identity (Experiments 2 and 3) connotations of a product. According to the result of music congruity effects, three laboratory experiments show that playing music of a specific genre during initial product exposure improved subsequent recall of conceptually related congruent products compared to unrelated products. But the study did not mentioned about extra- musical information which can be fitted with social identity. Also, it did not discuss in detail of how initial genre of music improves the recall of congruent product. This is the same as Oakes and North (2013), proved that dance music can enhance the perceived attractiveness of universities in advertisements which can generate the desire to apply for the advertised universities. But it did not reveal that extra musical information can arouse the attraction to generate desire to apply the universities.

2.2.1 Video-audio Advertising

Video refers to a collaboration of technologies for visual and audio documentation, editing, and presentation (Shrum, Duque, & Brown, 2005). It represents freelance things which will be placed into action and a process used amongst a corporation of actors (researchers, technicians, and subjects) to accomplish a pre-planned knowledge assortment, following prescribed methods that take into consideration the analysis matter, subject, location, and environmental constraints such as weather conditions, natural or artificial lighting, background, and institutional restrictions (Shrum et al., 2005). Video can be seen as the platform of the advertisers to use to show their products or service images, functions or advantages of a product for the consumers' believability. Advertisements nowadays are wildly popular in videos, such as those that appear on television;- on the internet, such as with YouTube, Instagram TV or Facebook TV;- and with mobile videogames (Hahn & Kovashka, 2019; Ohajionu & Mathews, 2015). In addition, for each advertisement, there is content and market research, through which the advertisement research teams want to ensure that their companies' advertisements achieve the highest potential of click rate, converting the audience into active consumers with certain buying behaviours (Hahn & Kovashka, 2019).

Furthermore, music is used as the auditory aspect in video advertisements. In media systems, the uniqueness of the music is used for the media content and the advertised products, which are exploited and marketed in complete media contributions (Ruth & Spangardt 2017), such as in video platforms for the purpose of increased sales. Music can be a powerful tool because it governs the advertisements (Craton et al., 2011; Ferrer, 2015).

Although there are plenty researches on video advertising or social media (Dehghani, Niaki, Ramezani, & Sali, 2016; Susanto, 2019; Voorveld, van Noort, Muntinga, & Bronner, 2018), but they did not addressed musical influence as the important stimuli to enhanced and drive the information of the advertisement to be evaluated by audience or consumers' mind. For example, Voorveld, van Noort, Muntinga and Bronner (2018), carry out a study on how consumers' engagement with social media platforms (e.g. Facebook, YouTube, LinkedIn, Twitter, Google+, Instagram, Pinterest, and Snapchat) and their experiences with and evaluations of advertising on these platforms without addressing musical influence as stimuli in the social media advertisement. The study found that each platform provides a unique set of experience dimensions, which is related to how positively (or negatively) advertisements are evaluated but musical influence are missed. Thus, the element of musical influence in video advertisement is very important tool as it can dominates the advertisement (Craton et al., 2011; Ferrer, 2015).

2.2.2 Young Consumers and Music in Video Advertisements

Young consumers can be defined as the generation Y or the millennials group and they are categorised by the use of the technology adaptation in their lives, life experiences, motivations, and mutual buying behaviours (Duffett, Petrosanu, Negricea, & Edu, 2019; Moreno et al., 2017; Rahman, 2015). They usually love music (Jones, 2010; Miranda & Claes, 2009; North et al., 2000) and their intentions towards products and services are high (Reed, Mikels, & Simon, 2014).

Young consumers who were born between 1980 and 1999 are reflected to be generation Y and this generation has ended up becoming the largest part of the global

consumer market (Bolton et al., 2013; Yazici, 2016). Their purchasing power is making them an attractive target for many consumer industries (Moreno et al., 2017). It is undeniable that luxury brands are becoming targets of their motivations and attitudes. Hence, this must be considered in deliberation in the process of developing products (Yazici, 2016). More so, young consumer decision-making for the purpose of purchases is expected to be faster than with previous generations (Moreno et al., 2017). This is because they like to spend more and are less loyal to the brand if compared to previous generations.

Furthermore, young consumers prefer video advertisements because they are always engaged with the internet on their mobile phones or laptops whilst watching videos on them. Music and video advertisements, are inseparable. The element of music in video advertisements brings about the convergence of emotions and the states of mind of the young consumers, (Hollebeek, Malthouse, & Block, 2016; Shevy & Hung, 2013; Tarrant, North, & Hargreaves, 2000) in terms of subjective feelings, such as such as trust, love, fulfilment of dreams, and association with certain personalities and preferences (Morinville, Miranda, & Gaudreau, 2013; Sri Sailesh, 2015; Zander, 2006; Ziv, 2018) whilst evaluating the products that are advertised in video advertisement. Video advertising is the best way for drawing young consumers' attention amongst the various advertising information types (Hsieh & Chen, 2011; Jain et al., 2018), which is better than billboards, printed advertisements in magazines, radio advertising, banners and many more. This is because advertisement in video form have a stronger effect on memory and the decision-making process (Hsieh & Chen, 2011; Zhang & Yuan, 2018) towards the advertised products or services.

Although video advertisement becomes the aim of advertisers to their target consumers, but there is lack focus on consumers decision making perspectives. For example, Voorveld, van Noort, Muntinga, and Bronner (2018), although they found that consumers experience differently on social media platform such as Instagram advertisement is more entertaining compared to other platforms but it did not portray how this platform can turn consumers to decision making on buying the advertised product or services. This is similar to another study carried out by Susanto (2019), found that Levi's "Circles" ad, which is one of the most-watched ads on YouTube in 2017, and it is found to be adequately effective in using video elements to appeal to viewers' curiosity and enticing viewers to continue watching the ad until the end. But the study did not reveal whether the viewer decision making can be affected if they watched the advertisement till the end. Both study also did not highlight that video or social media advertisement can engage people to continue watching, because it was enhanced by the music contained in the video advertisement itself but both studies seems did not realise that.

2.3 Music Meaning

Music in advertising has power to influence young consumers into buying products and services. Music in video form is a way or a key to attract the attention of people to watch the advertisement. There are studies that investigated music being used in product advertising which can affect the cognitive processing in terms of the choice of products for buying purposes (Gorn, 1982; Muhammad & Hudrasyah, 2016). According to Gorn (1982), music could affect product choice. He carried out an experiment regarding conditioned stimulus and unconditioned stimulus. He tested the preferred music with an advertised pen, un-preferred music with an advertised pen, preferred music with a non -advertised pen, and un-preferred music with a non-

advertised pen. The finding then showed that, the conditioned stimulus which was the product and the unconditioned stimulus which the music was able to affect product choice.

However, the Gorn's study has become controversial and interest to many scholars in the area of music and decision making towards product's choice. As stated by several researchers, they could not find classical conditioning effects in similar experiments (Allen & Madden, 1985; Park & Young, 1986). According to Kellaris and Cox (1989), they carry out three experiments to replicate Gorn's study. Subjects of the experiments were exposed to slides of coloured pen, accompanied by either pleasant or unpleasant music, and then they were given the opportunity to select the either the pen colour in the slides or an alternate colour. The three experiments tried to replicate Gorn's finding that product preference can be classically conditioned through a single pairing with background music. Hence, none of these experiments supported this hypothesis.

Besides that, Gorn (1982) study has received another major criticism. That is the musical stimuli vary not only in induced affect but also in cultural and musical genre, familiarity, rhythm, tonality, and so on (Vermeulen & Beukeboom, 2015). For example, the studies conducted by Allen and Madden (1985) and Kellaris and Cox (1989) showed there were three experimental studies that were carried out were unsuccessful to replicate Gorn's study.

Meanwhile, Vermeulen and Beukeboom (2015), conducted three experimental studies where the first experiment is to tests whether musical conditioning effects on consumer choice can be reproduced in a well powered study, using an individual context and matched musical stimuli. The second experiment is to tests whether

musical conditioning effects extend to high(er)-involvement products that elicit more elaboration. Lastly, the third, experiment focuses on conditioning of brand attitudes. Then, based on the overall results, the answer seems to be agree on single pairing of background music with an advertised product influence choice behaviour, as Gorn (1982) originally showed.

According to Saarikallio and Erkkila (2007), music is capable of making the arousal of the current mood within the consumers' minds. Consumers make choices of products based on their levels of encouragement and the valence of their current affective state (Di Muro & Murray, 2012). The study conducted by Di Muro and Murray (2012) showed that consumers experiencing positive moods had a tendency to choose products that were congruent with their existing mood. It has been clearly shown that music can make the arousal of the current mood of the consumers towards choosing products that are related with their current affective state. For example, playing positive music can increase shopping in stores and have positive effects on the consumers' feeling (Zeeshan & Obaid, 2013).

A study undertaken by Zhu and Meyers-Levy (2005) stated that background music can communicate a particular meaning. Music is known as a favourable sound as it embodies meaning. This study showed that music's meaning can be divided into two items, which were the embodied meaning and the referential meaning. Embodied meaning is originally hedonic, independent in context, and based on the point of encouragement that the musical sounds may evoke. Referential meaning is dependent on context and is capable of gaining the meaning from the networks of descriptive associations that the music could bring to mind. These two items have been used to see the products' perceptions. The finding of Zhu and Meyers-Levy (2005) showed

that people who use non-intensive of mind processing are insensitive to any type of meaning. However, people who use more intensive mind processor were based on their perception of the music's referential meaning, when there is a lack of resources of products in the advertisements.

Music can react as a persuasive tool in advertisements (Morris & Boone, 1998; Park & Young, 1986). A research study investigated two experiments in which musical genre played the roles as persuasive tools in two advertisements of British universities. Oakes and North (2013) used the dance music genre to attract young consumers because it shows the pleasures of social interaction. As the result, the dance music reacted to persuade the desire of the young consumers to apply to the university that was being advertised in the commercial (Oakes & North, 2013).

Although music in video advertisement give meaning to the advertised products or services to consumers mind, there are studies who did not explain in details about it. For example, a study conducted by Di Muro and Murray (2012), did not highlight that how music can give meaning to advertised product which were congruent with consumers' current existing mood. Also, Oakes and North (2013) did not explain how the dance music give meaning to university advertisement that can arouse the desire of young consumers to apply the university in the video advertisement content.

2.3.1 Musical Power

Music is a very powerful tool as it can enter every culture, background of life and even whole countries around the world (Garfias & Hakubutsukan, 2004; Storr, 2015). Whereas, power can be defined as controlling valued resources, converting individual psychology, such as powerful thinking and acting in ways that lead to retention, and

the acquisition of power, and it often correlates with status, the respect accorded by society (Fiske, 2010; Magee & Galinsky, 2008).

The definition of power has two central features. Rucker, Hu, and Galinsky (2014) state that first, power is a social construct involving individuals or more. Second, power is hierarchical in the person who has more control over a valued resource than another person or more. Many research studies have been conducted about power in terms of interpersonal communication, and psychology, (Inesi, Botti, Dubois, Rucker, & Galinsky, 2011; Joshi & Fast, 2013), and cognitive and affective perception (Dunbar et al., 2012; Huang, Galinsky, Gruenfeld, & Guillory, 2011). The power that is in music can transform an individual's emotions in many situations of life. Music has power where its components make the listener understand the feeling of the emotions of a song or instrumental music even only in a piece without knowing the lyrics or language of the songs (Sood, 2014). In fact, its language can transcend certain barriers and bring people together. According to Coloma and Kleiner (2005) songs played with higher keys evoke happier and more positive feelings than those played in lower keys.

According to Apaolaza-Ibáñez, Zander, and Hartmann (2010) music has the ability to communicate with consumers' hearts and minds to generate emotions in advertisements. Wigram and Elefant (2009) stated "it should be conceived as communication that can engage human emotions and thoughts profoundly".

Music acts as a communicative tool and is always thought to be a universal language that everyone can understand (Cross, 2014). The mixture of music and words has

better significance in audio visual media advertising (Martín-Santana, Reinares-Lara, & Muela-Molina, 2015).

Musical power can change a person's behaviour after listening to it. This stimulus has been shown to change one's cognitive process, behaviour, and attitude (Malkoc & Duguid, 2012). For example, power in music can lead to information processing in terms of decision making (Fischer, Fischer, Englich, Aydin, & Frey, 2011). According to Inesi et al. (2011), people with low levels of power tend to find more choices regarding products, whilst people with high levels of power tend to find greater choices of products that are associated with power. According to Min and Kim (2013), they carried out a study to see if power influences cognitive processing by affecting an individual's level of goal pursuit. At the end, they found that, participants with high levels of power more likely to engage in the effortful processing of goal-relevant information than participants with low-power levels.

Music has the power which can have an impact on both the cognitive and affective processes (Jaimovich, Coghlan, & Knapp, 2012; Jones, 2010) in terms of learning and memorising. Jones (2010) carried out a survey about students' study habits in relation to music and to gain their perception about music and the learning process. The result then showed that many students admitted that listening to music can improve their concentration and relaxation and give them some awareness on part of the effect of music on the language learning process. Furthermore, surprisingly, he found that music has the power to improve brain activity whilst listening to it.

Music is a very strong stimulus as it raises a person's confidence to take a risk. This influence can lead to risk taking in behaviour when people have high levels of power

(Anderson & Galinsky, 2006; Hiemer & Abele, 2012). According to Anderson et al. (2012) the sense of power shapes individuals' behaviours. Power generally leads to riskier decisions (Maner, Gailliot, Butz, & Peruche, 2007) which can influence behaviour at the same time. According to Hiemer and Abele (2012), they found that individuals with little power acted in accordance with the situation, meanwhile individuals with great power acted in accordance with their power of motivation. In addition, they stated that power motivation enhances the risk-taking behaviour. This is because the behavioural approach system is more active when people have power (Anderson & Galinsky, 2006).

Besides that, power can also enhance a leader's role in terms of identity. According to Lunenburg (2012) a leader must be able to influence others and amend behaviours through legitimate and referent power. Legitimate power means the individual's ability to affect others through the position that the individual holds in society, whereas referent power means a person's ability to influence others as they may admire, like or respect the person (Lunenburg, 2012). A leader has power to control problems as well. According to Gagnon and Collinson (2014) they carried out a study regarding problems in leader identities that occur in leadership development programmes and they also surfed the internet for ways to see the significance of power, context and identity that can be linked in precise applications. Thus, in the finding, they argued that leadership development programmes are not only viewed as education processes for leadership competency, but likewise, they enhance the leader's role in terms of personality, such as being special and deserving, pressure loving, hyper-rational and decisive, English speaking and western. Leaders will enhance their effectiveness role in terms of their personal power, persuasiveness and expertise.

Furthermore, power also has been used in the advertising field. The power of advertisements can affect an audience's emotion (Friestad & Thorson, 1986; Kemp, Bui, & Chapa, 2012; Williams, 2000). Advertising has power which can have an impact on implicit memory more so than explicit memory (Williams, 2000). According to Lacoste-Badie and Droulers (2014), they found that audiences can better recall advertising and recognise the action that has been shown on television better than in a commercial in which they do not show in the action in the advertisement about the products.

Some of the advertisements on television require brand recall through music. According to Apaolaza-Ibáñez et al. (2010), musical advertisements have been used to stimulate the appearance of brand recall. In their research, they focused on music influencing purchasers' views of the endorser and the brand. Music in advertising can also influence the perception of the brand's endorser (Zander, 2006). The result showed that there is an associative connection between brands and specific music parts.

In addition, music that has power can be divided into two elements which are instrumental and instrumental with lyrics. The instrumental version with or without the lyrics can encourage better recall as long as it is congruent with the advertisement. Heaton and Paris (2006) stated that there is no difference in recall between instrumental music with or without lyrics in advertisements. Both have the power to catch the consumer's attention as long as it congruent to the advertisement. Further, Jain, Rakesh, and Chaturvedi (2018) stated that entertainment element such as music creates energy for the message that is being conveyed in the advertisement. Thus,

music can change the way people think about the related information of the advertised products and services.

Music is popular as it is cognitive and affective in human nature. It can be in the form of cognitive science (Cross, 2014). Music can manage or change a person's cognitive and emotional state (Chin & Rickard, 2013). Many advertisers use music because of its power in promoting the products and services in the video easily. It will help consumers to evaluate every advertisement according to their needs and their wants.

Music is consistently an after-thought in the creative process which its power could bring effectiveness to advertising. According to Binet et al. (2013) they set up an experiment where they chose different television advertisements for the same orange juice brand and paired them with music that was either congruent or incongruent with the brand profile. At the end, the result showed that the advertisement with music was much more effective than the advertisement without it. Furthermore, the advertisement that was congruent with the music is sixteen per cent more effective than the advertisement with incongruent music.

Besides that, music has power which can help medical and psychological industries to heal patients (Batt-Rawden, 2007; Daykin, McClean, & Bunt, 2007; Pavlicevic, O'Neil, Powell, Jones, & Sampathianaki, 2014; Tervo, 2001). Music has the ability to decrease the feeling of sickness in those patients who are suffering from diseases. Batt-Rawden (2007), found music to be an alternative to medication or medical treatment where patients used it to cope and to forget the pain and aches whilst listening to music. Instead of just helping patients to get cured or gain wellness, music can also become a platform to promote the general wellness of the people (Darrow &

Segall, 2015). Kershner (2015), a music therapist, stated that, ‘Much of our concept of wellness focuses on the physical: obesity, heart health, and exercise. However, emotional health and social health are also critical for “staying well” ’ (Kershner, 2015, p.1).

This is clearly showing that music is very important and very powerful in improving human wellness. According to Darrow and Segall (2015), music has the potential to enhance all area of wellness programmes for students. But, they focused on students with disabilities that always face barriers to wellness programmes, such as those more towards environmental, structural, or attitudinal programmes. It is important to students who have the disabilities to develop competency in talents that will encourage their societal success in school (Darrow, 2014).

The musical power can be seen in every segment of human lives. Music in video advertisement enhances the advertised product or services to consumers mind as to persuades them in their decision making process. However, there is not many research realise about what makes the music becomes powerful in advertising perspectives (Jain, Rakesh, & Chaturvedi, 2018; Binet et al, 2013; Chin & Rickard, 2013; Bruner, 1990; Burger, Thompson, Luck, Saarikallio, & Toiviainen, 2013). For example, studies conducted by Binet et al. (2013) and Coloma and Kleiner (2005) found that music has power for emotional significant in advertisement but it did not discuss in detail of what kind of musical power for advertising perspectives that can affects consumers’ decision making process. Hence, this must be taken care of in terms of evaluating music in video advertisement to consumers’ decision making perspectives.

2.3.2 Musical Familiarity

The familiarity of music is very necessary for consumers to generate it from memory (Roehm, 2001). Instrumental music was more likely to be familiar to the consumer in evoking advertising message recall; whilst for the consumer unfamiliar with the song, the vocal version of the message was more effective (Roehm, 2001). Other than that, the musical familiarity will increase the likeness of young consumers memory towards the advertised product.

Familiarity can lead to liking and attraction (Monin, 2003; Reis et al., 2011). According to Monin (2003) who conducted five experiments, each one showed the familiarity result. This researcher found that the positive valence of a stimulus increased its perceived familiarity. The more the people interacted with every person, the more attracted they were to each other (Reis et al., 2011).

Furthermore, familiarity becomes an important factor influencing information seeking. Information seeking is very important in order to increase awareness, to change the current state of knowledge, to address a need and to solve a problem (Afzal, 2009). According to Söderlund (2002), when consumers' familiarity levels increase, consumer expertise is also likely to increase. The familiarity of a product can be theorised in terms of the cognitive structure of the information regarding the product that is stored in memory (Marks & Olson, 1981).

Other than that, familiarity has been used in many research studies regarding brands in the field of advertising and also marketing (Baker, Hutchinson, Moore, & Nedungadi, 1986; Campbell & Keller, 2003; Kent & Allen, 1994; Park & Stoel, 2005; Tam, 2008). Brand familiarity can be known as a simple-minded construct in straight association with the amount of time needed to process the data about the brand (Baker

et al., 1986). Besides that, familiarity could be linked with repetition where people already know about the particular brand in the television advertisement. Campbell and Keller (2003) use two experiments using television advertisements and computer internet advertisements then they found that brand familiarity was influenced by repetition effectiveness.

When familiarity is used in commercial advertisements, the information of the product will be coded in the memory (Alexomanolaki, Loveday, & Kennett, 2006). According to Kent and Allen (1994), they addressed that familiarity in terms of brand can increase the advertisement memorability. The factorial experiments were conducted to vary the familiarity of the brand featured with different exposures, executions, and processing objectives, and the exposure time was experimentally controlled in the advertisement. The finding then showed that consumers were more positive to retain the new product information for familiar brands (Kent & Allen, 1994).

Although familiarity leads to brand recall or recall of a certain product, these studies (Kent & Allen, 1994; Campbell & Keller, 2003) did not discuss that music can also increase the familiarity towards product. The studies are unclear in terms of how familiarity is created using music in consumers mind of remembering the product as stated by Alexomanolaki, Loveday, and Kennett (2006) that the information can be coded in memory. Thus, it can leads the familiarity feeling towards the advertised products or services. Another point is that a study conducted by Roehm (2001), did not reveal what are the process of music becomes familiar towards the advertised product in consumers' memory.

2.3.3 Consumer Decision Making

Consumer decision making models were developed in 1960's and 1970's (Erasmus, Boshoff, & Rousseau, 2001). Many of the consumer behaviour constructs are considerably improved and more complete compared to the previous 25 years (Milner & Rosenstreich, 2013). For decision making, whenever people want to take any action, they will make the decision first, after that, they will take the action. Consumers who have experience in many areas of buying products will be led to the use of those tactics that reduce their cognitive effort throughout the decision making process (Carpenter & Yoon, 2011). It occurs in the action of buying products when consumers view advertisements on television with the influence of music.

Consumer decision making is a confirmation of the feeling to buy products. Consumer decision making is actually a process of consumer behaviour, which includes the variety of human needs and desires in searching for and selecting a particular product or services (Bray, 2008; Jeddi et al., 2013). Whilst, purchase intention can be defined as the temporary feeling of a particular situation (Huang, 2012). The purchase intention is just the intent to do an action although it is not yet the actual action. But, for decision making, it is more likely to be confirmed to do the action instead of solely having the intent. For example, consumers make choices of many products and services, where their purchase decisions are the result of an extensive, detailed process that may include a broad information search, brands comparison, and evaluation (Stankevich, 2017). According to Gorn (1982), he conducted an experiment to test whether the choice of a pen could be affected between the decision making context and non- decision making context. The findings

showed that consumers in the decision making mode, when exposed with a commercial advertisement with information ,could be easily affected.

Furthermore, consumers will make decisions according to reference groups that can affect their behaviours (Bearden & Etzel, 1982; Childers & Rao, 1992). According to Rani (2014), a reference group is a group of people who have the potential in forming a person's behaviour. Advertisers practice the idea of reference groups in their efforts in order to persuade consumers to purchase products and brands (Bearden & Etzel, 1982). Reference group consist of peers, family, celebrities and media. This group of people have a tendency to influence product selection, information processing, and attitude formation (Bagheri, 2014; Bearden & Etzel, 1982; Childers & Rao, 1992).

Peers can influence consumers to make decisions for product buying. As long as motivation and knowledge have the ability to influence individual behaviour, social interaction with peers can also affect individual behaviour (Kümpel Nørgaard, Nørgaard Hansen, & Grunert, 2013) in order to make decisions of product buying. This clearly shows that young adults exhibit stronger "bottom-up" affective reactivity to social stimuli in terms of decision making in the peer context (Albert, Chein, & Steinberg, 2013). According to Grant and Stephen (2005), individuals are willing to pay expensive prices for a branded product which is respected by their peers.

Peers of young consumers can be seen as more towards normative influence when it comes to decision making. Normative influence can be known as the uses of particular products prevent young consumers from being rejected by their peers (Makgosa & Mohube, 2007). Opoku (2012) stated the same when he found that the level of influence is greater in normative influence than informational situations in the peer context. According to Kümpel Nørgaard et al. (2013), they carried out a study

which was to explore peer influence and the social symbolic meaning that young consumers attach to junk food. The result then showed that the young consumers perceived the highest influence from social peers in perceiving as important snack attribute as compared to personal factors. This clearly shows that normative influence is a greater influence in terms of the decision making made by young consumers.

In addition, family can lead young consumers to make decisions for buying products or services. The family is an essential decision making unit of people in a society which has major role in the purchase decision making process of a young consumer (Polya, 2012). According to Shoham and Dalakas (2003), fathers had the highest influence in making strong decisions for televisions and cars compared to the mothers' decisions. Another study stated that, children also as consumers perceived the impact of the parental age of the influence in the family decision making process (Ali, Ravichandran, & Batra, 2013). According to Foxman and Tansuhaj (1988), they found that young consumers are active participants in the family decision making of product buying even if it is expensive or not related to their own use.

Other than that, celebrities can also influence consumer behaviour and lead consumers to make decisions for buying products or services. Advertising which uses celebrities is recognised to influence brand selection behaviour and drive retail sales in the context of advertising format (Runyan, Lear, Runyan, & Whitaker, 2009). Celebrities can be seen as a referent group for consumer, which refers to imaginary or real individuals that have influenced consumer evaluations, aspirations and also behaviours (Babu & Lavanya, 2014). According to Runyan et al. (2009), they found many more advertisements using celebrities for selling their products frequently, most especially in certain sports than others compared to the previous studies. Sports'

celebrities have become role model endorsers and important socialisation agents having impacts on purchase intentions and behaviours (Dix, Phau, & Pougnet, 2010). Sports' celebrities can influence young consumers in terms of decision making about a particular product choice. This clearly shows that the sportsperson role model endorsers have a progressive influence on young adult on product exchanging behaviour, complaint behaviour, positive word of mouth behaviour and brand loyalty (Dix et al., 2010).

Furthermore, media acts in a big role in order to influence consumers in terms of the decision making of products and services. Advertisers can place their products in the mainstream media, such as on the internet, in films, broadcast and cable television programmes, blogs, music videos, magazines, books, and comics. According to Gürses and Okan (2014), they found that product placement in media affects the consumer's memory and brand choice. A consumer's perception and evaluation of products in the media context have also changed (Chen & Deterding, 2013). Advertised products in the media influences consumers' decision making according to their wants and needs. Media are different in ways of influence, rendering to the countless stages of the consumer decision making process. For example, consumers feel that advertised products or services on television or in film or authorised by celebrities have a greater worth than like products or service advertised in other forms of media (Soba & Aydin, 2013). This is because media such as television and film have audio and visual aspect which can bring more trustworthiness compared to print media.

Although consumers decision making can be influenced by these reference group (e.g. peers, family, celebrities and media), nevertheless, it did not stress that music in video

or media advertisement which is accompany the celebrities, or the video represent the family, and peers enhances the advertisement in terms of arousal of the emotion to young consumers' mind. This is because as stated by Alpert and Alpert (1990), music in advertising does have an effect on an audience's mood and encourages them to make decisions to buy particular products. Hence, it will the increase the young consumers' motivation and knowledge to influence their behaviour, towards buying the advertised product or services.

2.4 Musical Power in Advertising and Consumer Decision Making

People live with music in their everyday lives. Much of the music nowadays is in terms of songs, movies, television music, and advertising music which are intertwined in explicit narrative content (Vuoskoski & Eerola, 2013). Musical power has always been synonymous with youngsters or young consumers because it allows them to satisfy their emotional needs (Leipold & Loepthien, 2015; Miranda & Claes, 2009; North et al., 2000).

Music itself can induces the human brain to respond which might yield useful changes in how the brain processes the information (Hallam, 2010). When it comes to music advertising, the different parts of the brain, such as the left hemisphere, and the right hemisphere become engaged with the music, language, or spoken sentences sharing the same bilateral activation of the brain (Bugos, 2015). Video advertising can encourage the long-term memory encoding and engagement. Based on a study conducted by Pynta, Seixas, Nield, Hier, and Millward (2014), they showed that when an audience or target market is engaged in watching a television programme, it will enable the viewers to enhance their neural signs of the brain on the television programme. Advertising in the form of videos such as on television if combined with

good music, which is congruent with the product, can attract attention, stimulate emotions and convey implicit and explicit information of the products that is in the advertisement content (Zander, 2006). Many of the advertisers believe that music could help them sell their products in a very effective way.

According to musical fit theory, music that ‘fits’ with the attributes of advertised products should raise the salience of those products over others, and therefore prime the consumers’ selection (Yeoh & North, 2012). North, Hargreaves, and McKendrick (1999) found that musical fit could prime the selection of certain products, where consumers were more likely to buy French wine than German wine when French music was played, whilst German wines were selected when the display featured German music. Both these studies illustrated how music could prime consumers’ choices (Yeoh, 2010). The musical power effect on consumer decision making can be seen from classical music that ‘fitted’ a stereotype involving concepts such as ‘expensive’ and ‘luxurious’, which was why consumers bought the more expensive wine when classical music was being played (North, Hargreaves, & McKendrick, 1999)

Music can stimulate the decision making of young consumers to buy products and services. Music is closely related with a narrative’s visual imagery in which its power can induce the human’s brain to respond (Juslin & Västfjäll, 2008; Vuoskoski & Eerola, 2013). Musical power will lead young consumers to make decisions after they are exposed to advertisements in video form. According to a study by Ahmad Sharabati, Salim Khraim, and Atta Khateeb (2014), when young consumers are influenced by an advertisement in video form, such as television, they will look into the information quality, adequacy, reliability and product price in order to make a

decision. Especially, when it comes to young consumers, as they are more active, having interests in musical sounds. The brains of their frontal cortexes will be more active in managing the pitch information in their working memories (Zatorre, 2003) when exposed to music. They are very influential to product and service advertisements. In this case, the decision will be made based on music at first and then, secondly, it will go to the product or service that has been shown in the television advertisement.

Besides that, music enhances the attractiveness of the advertisements to young consumers in making decisions to buy products. Oakes and North (2013), proved that dance music can enhance the perceived attractiveness of universities in advertisements which can generate the desire to apply for the advertised universities. This shows appealing music has the ability to influence young consumers to make decisions.

In addition to musical power, Hsu et al. (2015) stated that six experiments had been carried out to support the hypotheses which state that musical power affects consumers related to cognition and behaviour, abstract thinking, and illusory control. This shows that music in advertising plays a significant role to increase the sales of commercial products and services. Despite that, it can influence the human brain. Further, many research studies stated that it can also strongly evoke human's emotions (Apaolaza-Ibáñez et al., 2010; Egermann et al., 2011; Nieminen, Istók, Brattico, & Tervaniemi, 2012). For instance, in the perspective of gender of consumer decision making in video advertisement shows that young consumers who are girls perceive the information more emotional in making decision towards product advertisements related to their gender, such as cosmetic product (Meng & Pan, 2012).

It shows girls exhibit higher level of emotions compared to boys (Orth, Malkewitz, & Bee, 2010). They are more affected, emotionally, better than the boys. According to Tifferet and Herstein (2012), they found that females exhibited greater level of brand commitment, hedonic consumption, and impulse buying than the males. Music can be included as a hedonic consumption (Alba & Williams, 2013). The decision making amongst genders is affected by the combination of music with the product in the video advertisement.

Besides that, music can be used to show brand appearances and product features (Brodsky, 2011). It can improve the product information and product appeal in the advertisement on television which can influence young consumers to make the decision to buy the products. According to Guéguen and Jacob (2014), they used experimental conditions to test music according to a certain place and asked the respondents to rate the services according to the music. The result then clearly showed that music was able to affect people in making decisions regarding a service that was being offered to them.

Young consumers usually make decisions based on what they have watched and know the use of the products and services. According to MacInnis and Park (1991), they found that music in the advertisements helped the audience to process the information in order to make a decision to buy the products and services. However, Kellaris, Cox, and Cox (1993), strongly stated that the important thing to consider is the music's effect on the message response and processing of the brain. They found that the congruency between the music and the message in the advertisement was able to regulate the effects of the attention gaining value of the music at least in some aspects of the message and ad-recognition. Young consumers attention will increase to the

music enhanced message reception and it happens when the music evokes message congruent thoughts. Whilst attention- getting music will become a distraction if congruency is low in the video advertising processing.

After being exposed with advertising music in video form, Frishammar (2003) argued that the audience needed more information to reduce the uncertainty of a product. He found that if there were no or only few product or service choices, the experience of uncertainty may be low in the case of the decision making process. In fact, video advertising is the most influential medium towards audiences in every aspect of their lives, even in their cultures (Kumar & Raju, 2013). In this research, Kumar and Raju (2013) found that advertisements in video form were capable of changing the opinions of the young consumers about products. Young consumer will be more likely to watch advertisements which can affect their opinions. This means that video advertisements with music are stronger in showing the intended message straight to the target audience. A video advertising should be appealing with music and be able to affect young consumers in making decisions towards buying the advertised products and services.

Although many research studies have shown that music indeed have a significant role towards consumers' mind, (Apaolaza-Ibáñez et al., 2010; Gueguen & Jacob, 2014), nevertheless, these studies did not discuss clearly of how affected emotions can lead to decision making in purchase of advertised product or services. For example, Guéguen and Jacob (2014), they found that music was able to affect people in making decisions regarding a service that was being offered to consumers but it did not clearly show how the process of music linked to decision making process instead the

study focus more on the intention of consumers to rate a certain place according to the music of the service exposed.

2.5 Musical Familiarity and Consumer Decision Making

Previous studies have shown that the familiarity of music is a strong variable which has its own effectiveness. Audiences obviously like the music which they are familiar and try to avoid music which is less familiar to them. Familiarity can be used to justify liking in terms of the structural, perceptual or psychological perspectives (Zissman & Neimark, 1990). Familiar music makes people engage with the feeling and memories of the past. According to one study conducted by Brader (2005), he tested the effects that the positive and negative songs included with the image in the advertisements had on voters during an election. The finding then showed that persons who were exposed the positive enthusiastic images with the music showed a larger interest in the campaign and were, further, willing to vote. Audiences which are familiar with the music that is in an advertisement, feel inspired, comfortable to buy and already know more about the products' or services' functions. On the other hand, unfamiliar music may become too distracting for the young consumers to make a decision.

Ali and Peynircioğlu (2010), produced three experiments of musical familiarity, where the first one was to duplicate the positive link with familiarity and liking and also to explore whether the audience conveyed that the liking of music could be defined as an underlying emotion, such as happiness or pleasure. They uses excerpts of instrumental music which were classical and jazz with no lyric's in the pieces. These excerpts had the potential to express four kinds of emotions: happy, sad, calm and angry.

The findings showed that the experiment one, it did not have the liking responses of the musical familiarity intensified or it had only modified emotional responses. The respondents may have seen the likeability was only one component of the emotion where it could be without of any arousal and which does not share all of the elements that link with happiness. Whilst experiments two and three showed that music delivered emotions to be stronger towards respondents than the emotions produced by the musicians in the same music. Experiment three, showed that familiarity of music enhanced the emotional intensity. Finally, this study found that emotions sent by music is stronger impact to the respondents than emotions produced in the same music.

However, the study is not clear on how musical familiarity can drive consumer to think about and buy a particular product or service. According to Hwang and Kim (2015), they found that in low level of involvement, musical familiarity cue improved the memory performance when the music was congruent with the advertised message of a product. Furthermore, musical familiarity may affect young consumers' feelings internally. The exposure to advertising will lead to cognition, familiarity, and willingness to buy products or services. Hence, musical familiarity can improve memory performance as well as affect the young consumers' feelings internally.

Besides that, musical familiarity will make the young consumers take less risk in decision making. The consumer decision making process is a process of purchasing under risk (Kumar & Raju, 2013). According to Bagga and Bhatt (2013), they found that consumer's buying behaviours are more towards being internally driven, whereas extrinsic factors have a lower impact than the intrinsic factors. Intrinsic factors are stronger to influence young consumers to purchase the products and services. This is

the similar way that music does, which can affects young consumers' emotions and make the appearance of the decision making inside their mind.

Several other studies investigating into the impacts of musical familiarity on consumer behaviour point in terms of decision making in advertisement contexts. For example, North, Mackenzie, Law, and Hargreaves (2004) constructed adverts for a range of products which highlighted music that either did or did not reflect aspects of the products concerned. For example, the music for a sports drink is itself dynamic, quick-paced, and otherwise energetic (Yeoh, 2010). Such music is able to facilitate recall of the brands concerned (Yeoh, 2010) because of the familiarity feeling in terms of the amount of revelation of music in video advertisement to young consumers mind as it makes them recognise the advertised product (Prior, 2016; Freitas et al., 2018).

In addition, familiarity has been used as a moderator of attitude towards advertising (Machleit & Wilson, 1988) and what they have found is that familiarity in terms of brand can moderate the relationship between advertising and brand attitude. Bettman and Park (1980), stated that familiarity can also be found in information processing as it can lead to consumer decision making. For example, in their finding, they stated that low level groups are not familiar with the information processing towards the choice of products or services because they lack knowledge and experience regarding those products or services. Otherwise, for the high level group, they are very familiar with the information processing even though they are not motivated to process much current information; this is because they can rely on the experience of knowledge regarding the products or services.

Besides that, the background music in advertising may affect the information processing. There is a study which used the effects of background music, such as tempo and familiarity of music, as two moderators in the television advertising perspective (Hahn & Hwang, 1999). It showed that the background music was the one which was likely to moderate the effects of information processing. Hence, tempo was expected to define the amount whilst the familiarity was expected to affect the worth of the information load. For the finding, they found that musical familiarity appeared to play the role of complex message processing. This was because, the musical unfamiliarity would require more knowledge to process the information as compared to the musical familiarity.

Furthermore, familiarity has been used to test in terms of the originality and familiarity effect of advertisements. Pieters, Warlop, and Wedel (2002), stated that they believed advertisement that is original will become more familiar. The finding then showed that the familiarity of the advertisement will enhance the retrieval of information about the advertised product brand by dropping the threshold for the exact memory.

Video advertising with musical familiarity can also impact on the young consumer's reaction to products. When it comes to the music domain, consumers will prefer newer songs, but their real selections will be driven by familiarity (Ward, Goodman, & Irwin, 2014). Another research has been conducted by Bozman, Mueling, & Pettit-O'Malley (1994). The research has been carried out regarding music backgrounds in television advertising. The findings showed that negative music had a less encouraging effect on brand attitude than neutral music. This means that unfamiliar music is less favourable by consumers on brand attitude than the familiar ones. Music

familiarity is beyond the liking and has a strong direct effect on choices (Ward et al., 2014) especially when it comes to product and services advertisements on television.

Based on the previous studies, they did not clearly portray how music creates familiarity feeling to consumers' mind hence, leads to buying decision. For example, a study conducted by Machleit and Wilson (1988) carry out an experiment where they use familiarity as a moderator of attitude towards advertising, instead of they should be focusing on how familiarity is created, then how it can be used as a moderator. Another study conducted by Bettman and Park (1980), stated that familiarity can also be found in information processing as it can lead to consumer decision making, nevertheless the study did not clearly state what kind of familiarity that can be found in information processing of consumers' mind towards the advertisement content.

2.6 Theory of Elaboration and Likelihood Model

This section discusses the theory of the Elaboration Likelihood Model (ELM) that was fit for this study. This theory was developed by Petty and Cacioppo (1986) and Petty et al., (1983). These two authors had worked on the theory of persuasion (Petty, Kasmer, Haugtvedt, & Cacioppo, 1987). The central route requires a deep focus on the elaboration of the information and opinions obtained. Otherwise, the peripheral route requires a simple association, experiences, and inferences to catalyse the attitude change (Petty et al., 1987).

The Elaboration Likelihood Model (ELM) can be used as the moderating role of involvement in advertising. According to Petty et al. (1983), consumers with high involvement are concerned more with the quality of the arguments presented in the advertisement. They made an experiment to test the attitude changes concerning products under the condition of either high or low involvement after being exposed to

a magazine advertisement. The result showed that the manipulation argument had a strong effect on attitude under high rather than low involvement. However, the manipulation of the product endorser had a strong effect under low rather than high involvement. The central path showed the individual's attitude change which resulted from the hard-working thought of the information that the person thought was central to the true value of a specific opinion (Petty et al., 1983). The peripheral route does not include thoughtful consideration of the message content, but it has the ability to become effective in leading to persuasion in a short time (Miniard, Dickson, & Lord, 1988).

Another study conducted by Buchanan, Kelly and Yeatman (2017), they carried out an exploratory investigation of the exposure to digital marketing enhances young adults' interest in energy drinks using ELM theory. The study verified the potential power of food and beverage in digital marketing on cognitive of young adults as they had a better impression of, greater purchase intention and were more likely to consume energy drinks. Besides that, the interviews of the study also revealed other factors that contributed to young adults' consumption of energy drinks, including peer influences and social opportunities involving mixing alcohol with energy drinks at parties. However, Buchanan, Kelly and Yeatman (2017) states that it was unknown whether these factors were induced by the peripheral cues of the online marketing messages (e.g. energised, fun). Many participants reported to have first started consuming energy drinks during adolescence.

Based on the ELM theory, peripheral way refers to people who have low level of information processing (Miniard, Dickson, & Lord, 1988) and can easily be influenced by the media, celebrities in media, peers and the product itself as it comes

up in the video advertisement content. Oberholzer, de Kock and Walker (2008) states that peripheral processing can be seen from good feelings, attractiveness and relatedness to a specific image, product, company or individual cause persuasion. This perspectives can be useful for the study done by Buchanan, Kelly and Yeatman (2017). Also, source factors includes celebrity endorsements, enjoyable music, and the influencing of people's moods in a positive way, which can increase people's liking for an everyday product (Oberholzer, de Kock, & Walker, 2008) such as food and beverages product. Looking back to the study done by Buchanan, Kelly and Yeatman (2017), they did not addressed that the peripheral cues of the online marketing messages such as energised, and fun can come from musical sounds as mentioned by Oberholzer, de Kock, and Walker (2008) that can leads to peripheral processing. As stated by Jain, Rakesh, and Chaturvedi (2018) and Santos and Freire (2013), entertaining elements such as music can be effective tool that used in advertisement because they believe it can increase the effectiveness of the advertisers' message.

As the research is still on going, the ELM has been used widely in the field of advertising, music psychology, marketing, and consumer research (Kopiez, Platz, & Wolf, 2013; Limbu, Huhmann, & Peterson, 2012; Machleit & Sahni, 1992; Zander, 2006). The ELM seems to be important in the consumer processing research, particularly in the advertising research (Elving et al., 2015). Gardner, Mitchell, and Russo (1985) acknowledged the two components of involvement as variables in advertising research as changing attitude, which are intensity and direction. Intensity can be linked with the attention devoted towards an advertisement, and direction can be labelled as the type of strategy used to process the information. These two strategies were contrasted in their experiments, which were one with brand evaluation

as its goal as high involvement and one that inhibited brand evaluation as low involvement. The finding then showed the low involvement which was the non-brand strategy yielded inferior memory for brand information in a positive attitude.

In addition, instead of changing attitude (Bitner & Obermiller, 1985; Gardner et al., 1985; Morris, Woo, & Singh, 2005) the ELM is also the best way to describe the information processing (Bloemer, Brijs, & Kasper, 2009). According to Rollins and Bhutada (2014), the ELM works to explain how consumers process the content information and non-information content in advertising through the central and peripheral routes of persuasion. Chang Lee, Gurree, Orús, and Flavián (2013) found that symbols stimulate cognitive elaboration for consumers who use online searching for products with high motivation to process the information systematically. According to Keng, Tran, Liao, Yao, and Hsu (2014), they concluded that consumers in central routes are highly persuaded when exposed to electronic advertisement with high degree of involvement, motivation, and ability to acquire the desired knowledge and information. Otherwise, the consumers in peripheral routes do not involve message argument processing for which the information can be easily understood (Howard, 1997).

Other than that, brand attitude has also become very popular in research studies where many researchers tend to use the theory of the ELM. According to Rose, Miniard, and Bhatla (1990), brand cognition plays a highly important role in the formation of brand attitude when the person becomes motivated and has the ability to be engaged in a careful evaluation of message arguments. They examined the influence of brand cognition on the formation of brand attitude after being exposed to an advertisement of a high or low involvement condition. Finally, they found that the brand attitudes of

the consumers indicated lower involvement and were unrelated to their brand cognitions. Wise, Bolls, Kim, Venkataraman, and Meyer (2008) explained the connection between a brand with the content in which the brand message embedded has positive effects on persuasion. In this ELM theory, itself, it also puts emphasis on the advertising message that must be able to influence the consumers' attitudes towards the brand presented in the advertisement (Petty & Cacioppo, 1986).



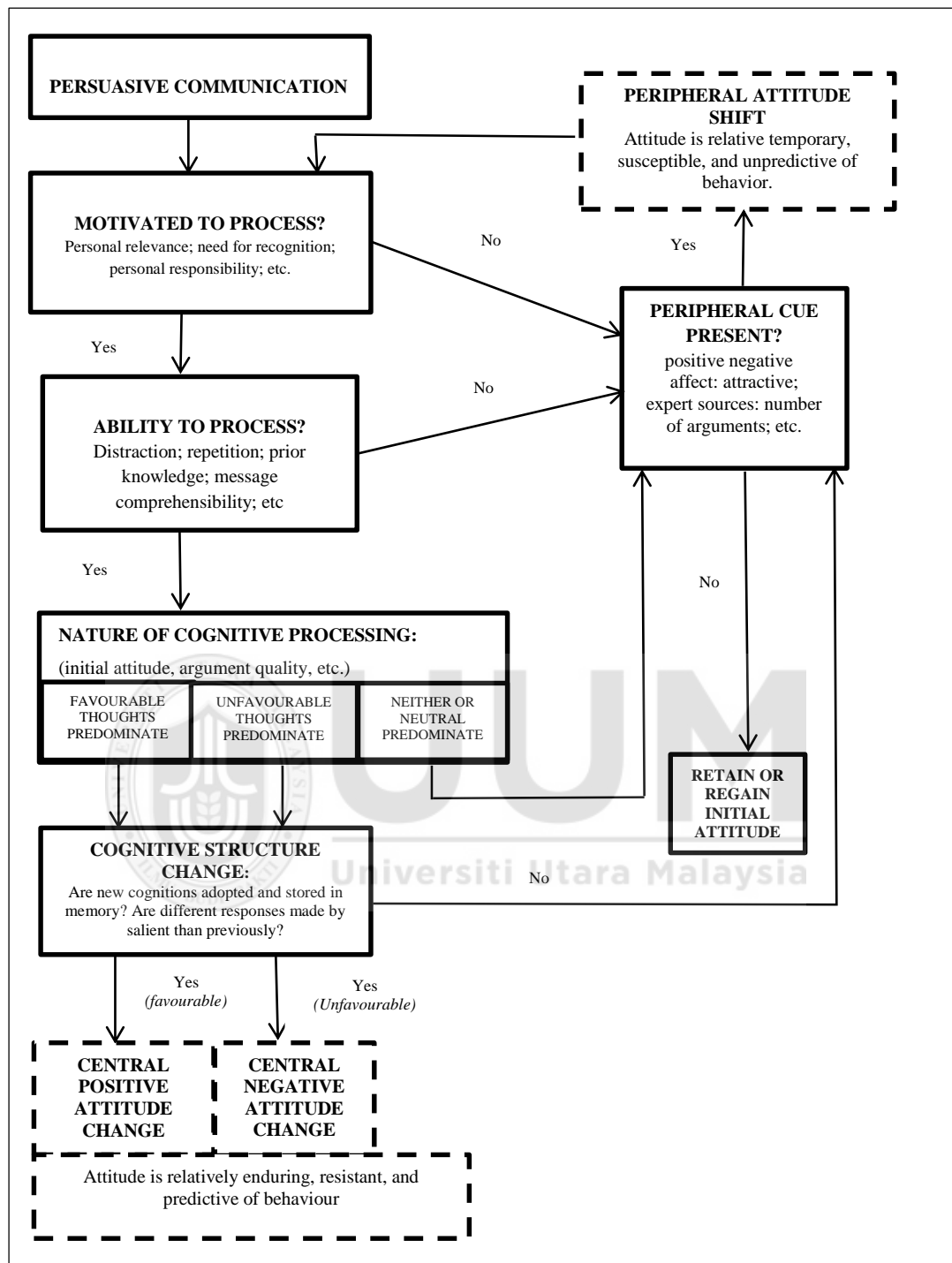


Figure 2.1. The Elaboration Likelihood Model - Model of Persuasion

Source: Adopted from Petty and Cacioppo (1986)

Although many researches have used ELM in terms of attitude change or formation (Bitner & Obermiller, 1985; Gardner et al., 1985; Morris, Woo, & Singh, 2005; Alpert & Alpert 1989; Allan, 2016; Ballouli & Hutchinson, 2013; Binet, Müllensiefen, & Edwards, 2013; Oakes & North, 2013; Riley & Anderson, 2015; Zander, 2006) in advertising field, nevertheless these studies only stop at attitude as stated in the ELM theory in terms of evaluating the message in the advertising context. However, this research attempt to extent the ELM theory from attitude to consumers' decision making process towards advertised product or service in the video advertisement content using musical stimuli. Hence, the findings of this study would come out with a clear picture of how music can affects consumer decision making according to ELM theory whether the consumers' brain use central or peripheral of processing towards the video advertisement content.

2.7 Information Processing and Consumer Decision Making

Information processing is part of decision making which plays a role in the individual decision process ranging from problem recognition till the solution (Cravens, 1970). When people are faced with complex choices and multiple situations, they will make decisions from the information that is available for them (Patton, 2014). According to Savolainen (2009), found that information processing is more towards satisfaction in consumer research and it is conceptualised as being an important constituent of decision making. Basically, young consumers find and use information as a guide for them in their judgement practices to maximise the utility, reduce the level of risk or to solve problems (Chattopadhyay, 2010). Denstadli, Lines, and de Dios Ortúzar (2012) investigated an experiment of conjoint respondents in terms of information processing and the choice among product profile and to see the differences of knowledge about

the product. The result then showed that a high level of knowledge of the respondent is expected to narrow down the stimulus information to relevant or irrelevant features on important attributes. Whereas, the knowledge about a product, influences the cognitive operation used by the respondent in solving a conjoint task.

In addition, information processing has been used in many research works to see its function towards products and services (Chang Lee et al., 2013; Lee & Jin Ma, 2012; and Pentina & Strutton, 2007). Information processing is very important especially for new product success (Pentina & Strutton, 2007). This is because information processing is always linked with elaboration, which is dominant to always store information in a way that can guide its fast retrieval when it is required (Lutz & Huitt, 2003). Consumers with high levels of information processing become confident to recognise the benefits of a product (Lee & Jin Ma, 2012). Other than that, according to Mitchell (1980), the picture of products may also evoke positive feelings in terms of the information processing approach.

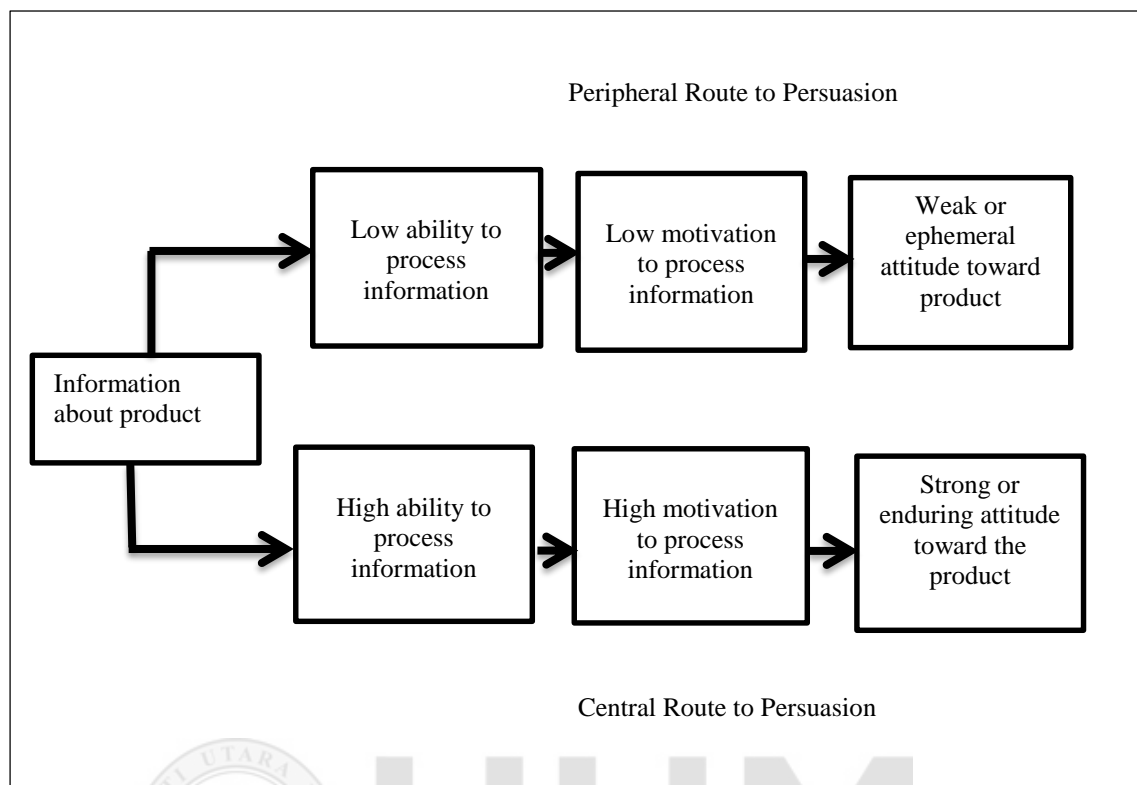


Figure 2.2. The simplified version of the Elaboration Likelihood Model

Source: Adopted from Sirgy, Rahtz, and Dias (2014)

Information processing also becomes an effective variable in advertising research. Advertisement formats that are matched with the consumer's information processing mode enhances the advertising effectiveness (Chattopadhyay, 2010; Thompson & Hamilton, 2006). According to Roy and Phau (2014), they carried out two experimental studies which gave the results of the information matching with the assessment and the buying intention, which was partially mediated by the fluency of the processing. They found the equivalent as to increased message persuasiveness, mediated by the fluency of the processing. This clearly shows how the information processing takes place and becomes effective when consumers are viewing the advertisement.

Many of previous research on advertising and marketing areas have clearly focus on what kind of information that consumers processing when they have to evaluate certain task given (Lee & Jin Ma, 2012; Roy & Phau 2014). Nevertheless, previous studies have not stressed on what triggers the consumers to be in the information processing stage when they have to evaluate the content of the advertisement. For example, Roy and Phau (2014), only investigate on whether the information match with the assessment and the buying intention, which was partially mediated by the fluency of the processing and did not emphasize on what has leads the consumers to be in the information processing stage in order for them to evaluate the message.



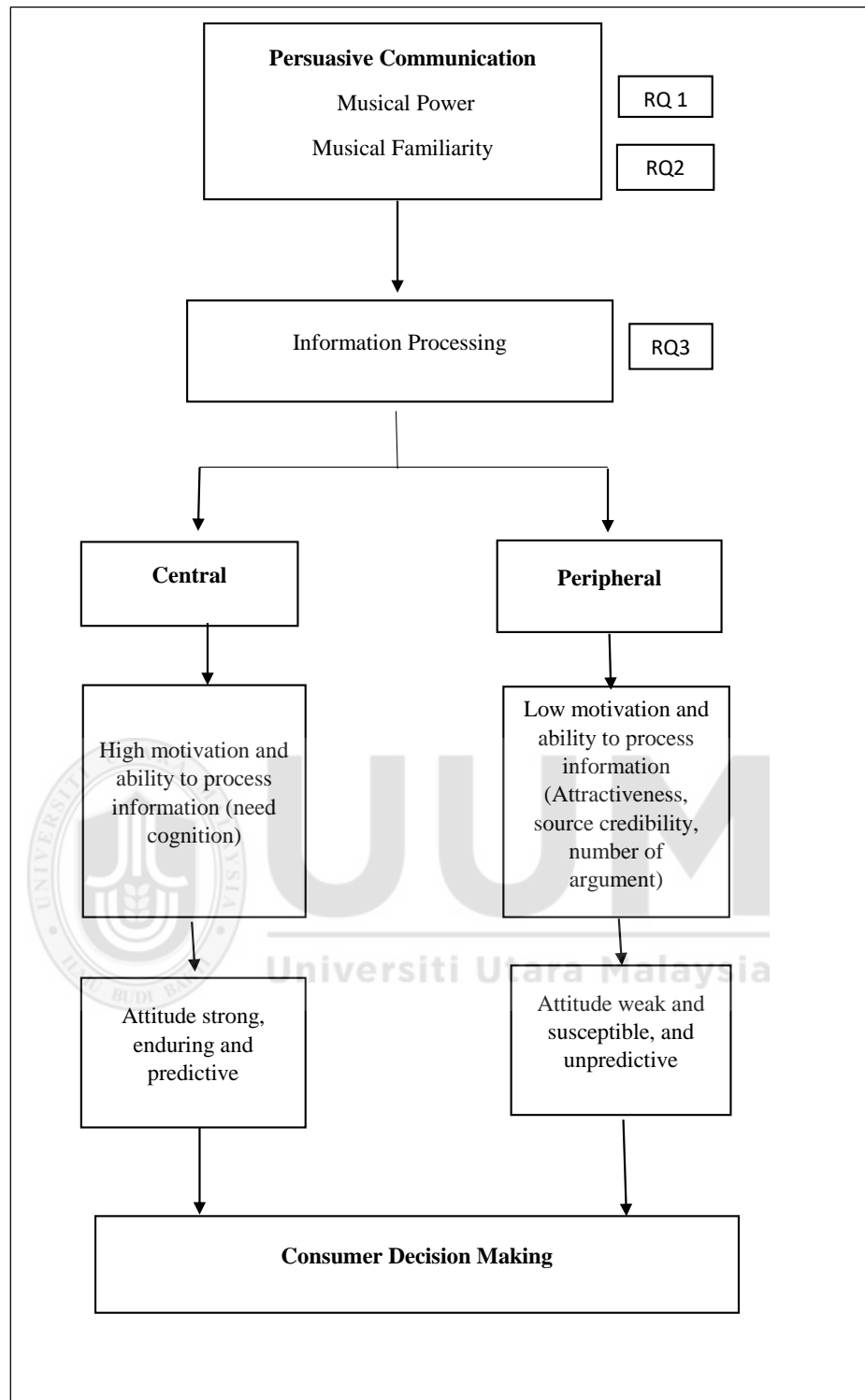


Figure 2. 3. Conceptual framework

Musical power and musical familiarity are two elements of persuasive communication in which it persuades and communicates with target audience towards the advertised product or service. Apaolaza-Ibáñez et al. (2010), and Cross (2014) stressed that

music is used as a communicative tool to generate emotions in video advertisement content. Musical power and musical familiarity will lead to the information processing of the human brain towards the video advertisement content of the products or services. Meanwhile, information processing represents two types of processing, which are the central and peripheral routes to persuasion.

Young consumers will be exposed to the musical power as it brings them to the central processing. This is because music can increase liking, excitement and motivation towards the advertised product or service (Godwin et al., 2014; Shevy & Hung, 2013; Shiffriss, Bodner, & Palgi, 2015). As stated by Hallam (2010) and Jones (2010), music has the ability to induce the human brain to respond by improving the brain's activity as it attracts attention and stimulates the emotions of the consumer towards the advertisement content (Zander, 2006).

When young consumers are high in motivation, they will have the high ability to process the information regarding the advertised products or service in the video advertisement. Petty, Cacioppo, and Goldman (1981) suggested that "any variable that increases the likelihood that people will be motivated and able to engage in the difficult tasks of evaluating the message arguments increases the likelihood of the central route to persuasion" (p. 854). Thus, this will bring them to look at the product more favourably (Petty & Cacioppo, 1986). Musical power can be defined as music that has the ability or capacity to influence the human mind (Anderson et al., 2012; Ferrer, 2015), engaging with the information task (Bottiroli, Rosi, Russo, Vecchi, & Cavallini, 2014) that needs deep elaboration.

In the central route, young consumers will have great effort to process the information and they usually pay more attention to the argument messages in order to evaluate

whether the stimulated position makes sense and can benefit them (Petty & Cacioppo, 1986; Petty et al., 1983). Here, two types of factors are involved which can influence the effectiveness of the musical power in persuasion. First, is the positivity of the advocated position and second, is the strength or quality of the arguments. In a positive attitudinal situation, the young consumer is likely to generate predominately favourable thoughts about the video advertisement content;- on the other hand, in a negative attitudinal position, the young consumer usually reaches unfavourable thoughts of the evoked view. Again, as stated by Martín-Santana et al. (2015), music has the potential to enhance cognitive advertising effectiveness in the consumers' minds. Thus, musical power can induce the young consumer brain to have a strong persuasive argument as it can evoke positive thoughts and this can lead to consumer decision making towards the advertised product or service in the video advertisement.

In consumer decision making, the young consumers will be going through all the stages as they evaluate the message argument. They will take a longer time to purchase the product, until they are already satisfied with the argument to their understanding. For example, Zander (2006) and Hee Park, Kwan Park, and Ok Jeon (2014), found that music will encourage information to be processed as it attracts the listeners' attention towards the advertised product, especially if the product is new in the market (Pentina & Strutton, 2007). Since musical power can induce the human brain to respond in the cognitive and affective states (Chin & Rickard, 2013; Galan, 2009) of affecting their decision making, young consumers will make a good decision as they manage to use intuition and emotions separately (Rausch et al., 2011) when buying the advertised product or service from the video advertisement.

Meanwhile, young consumer can also be exposed to the musical familiarity as it brings them to the peripheral of processing. This is because, musical familiarity can be defined as music that is predictable, less eager, and less challenging (Prior, 2016). As stated by Shevy and Hung (2013), music can also decrease the liking towards the advertised product or service. In this study, musical familiarity will influence young consumers to use peripheral processing towards the video advertisement content. Petty et al. (1981), suggested that those variables that decrease an individual's motivation and ability to cognitively process a message, increase the likelihood of the peripheral processing. In this case, young consumers will require low motivation levels and the ability to process the video advertisement content. Petty and Cacioppo (1986) explained that consumers that have low motivation levels tend to see in terms of simple cues in the persuasion context, such as the expertise or attractiveness of the message source, although other cues may be used if they are more noticeable. Hee Park et al. (2014) found that music which consumers are familiar with will bring them to put emphasis more on the credibility, attractiveness and reputation of the source in the video advertising content. Since consumers are either lowly motivated or unable to evaluate message arguments, a positive source tends to increase persuasion and a negative source tends to reduce persuasion, regardless of the message quality (Petty & Cacioppo, 1986).

The peripheral route usually occurs when positive or negative cues such as image, sound or language are associated with the object of the message (Oberholzer et al., 2008). At the same time, Oberholzer et al. (2008), explained that products that are become the need for consumers and are purchased regularly, for example milk, are considered to be low involvement products. Hence, as a result, young consumers in the peripheral route will always have a shift in attitude. Their attitudes are relatively

temporary, susceptible and unpredictable of their behaviours. These attitudes will lead them towards their consumer decision making where they tend to skip certain stages when making the purchase of advertised products because they assume that they have seen all the possibilities of that product (Karimi, 2013).

As a conclusion, the ELM theory argues that the impact of advertising on consumer attitude is linked to the degree of elaboration of the message through the high involvement or low involvement processing route (Akbari, 2015). In this study, musical power was considered to use central routes whilst musical familiarity used peripheral routes in order to make the decision of buying the advertised products or services.

2.8 Musical Power and Information Processing to Consumer Decision Making

Instead of information processing alone leading to consumer decision making, music can also lead to consumer decision making through information processing. Pearce and Rohrmeier (2012) agreed that musical advertising in television has a strong effect which has its own meaning for the target audience to be focused more on television advertisement. Young consumers are very popular with listening to the music in terms of emotion and mood regulation (Jäncke, 2008; Miranda & Claes, 2009; Saarikallio & Erkkilä, 2007) which, in turn motivates them to process the information task that is being performed (Bottiroli et al., 2014). According to Chad (1996) and Zeeshan and Obaid (2013) they found that music has the ability to influence people in making purchase decisions towards the advertised products or services. This clearly shows how music can motivate people to process information in the video form of the advertisements that can lead to consumer decision making. Hence, music plays a key

role in developing perceptual processing in terms of literacy, numeracy, intellect development, and personal and social development (Hallam, 2010).

Similarly, according to Schulkin and Raglan (2014), they stated that “...music is rich in information processing as we work to appreciate the subtleties of beat, form, melody and harmony” (Schulkin & Raglan, 2014, p.4).

Music is capable of being in a form of human behaviour (Hodges, 1996). Music, furthermore, can energise the feelings of young consumers whenever they watch and listen to the video advertisements. Consequently, music in the form of video advertising has a role to play in this relationship. This is because it provides opportunities in promoting products and services whilst helping the target audience to process the information through the music in making decisions to buy products and services rather than just to solely arouse the intention. In a study undertaken by Martín-Santana et al. (2015), they found that there is the potential for music to enhance cognitive advertising effectiveness on the radio. But, the video advertisement is a more affective medium whereby the target audience tends to engage in simple heuristic information processing for the commercial messages (Khuong & Nguyen, 2015).

Heuristic information processing is more on the recognition of a match between mind and environment, in which it is a mental strategy that can lead to efficient decision making (Pachur, Todd, Gigerenzer, Schooler, & Goldstein, 2011). Musical power in video advertising enhances the cognitive processing of the information concerning the advertised product as it contains the extra musical influence (Martin- Santana 2015 et al; Larsen & Lawson, 2010; Merriam & Merriam, 1964; Vuoskoski & Eerola, 2013)

towards consumers mind. The use of musical genre or tempo can burst the consumers mind (Sacks, 2006) towards the information that are depicted in video advertisement content (Khuong & Nguyen, 2015). The information in the advertisement leads them to “recognition” in the process of the distinction “between the truly novel and the previously experienced” (Goldstein & Gigerenzer, 2002) about the advertised product that is in video advertisement. Hence, it leads to good decision making (Erdfelder, Küpper-Tetzel, & Mattern, 2011).

However the previous studies did not clearly show in which ways does the consumers used, either central or peripheral way to process the information. For example, Martín-Santana et al. (2015), states that there is the potential for music to enhance cognitive advertising effectiveness but it did not state in detail in which ways that consumers tend to follow for information to be processed. Similar with the study conducted by Khuong and Nguyen (2015), it did not clearly show in which ways does the target audience engage for simple heuristic information in the commercial messages thus leads the information processing occurs when viewing the video advertisement content. Both studies also did not discuss on how these information processing can leads to consumer decision making process towards buying the advertised products or services.

2.9 Musical Familiarity and Information Processing to Consumer Decision Making

Musical familiarity can lead to the information processing of the advertising. It has been known as playing an essential role in the emotional engagement of the listeners in the music (Pereira et al., 2011). In terms of information processing, if the consumers are familiar with the music regarding a product in advertising, it will

encourage the information to be processed as it attracts the listeners attention (Zander, 2006; Hee Park et al., 2014). Musical familiarity uses peripheral routes which can be known as low involvement, where consumers will put emphasis more on credibility, attractiveness, and reputation of the source in the advertising (Hee Park et al., 2014).

Music familiarity might lead the young consumers to skip a several steps in consumer decision making process. According to Jain and Bagdare (2011), musical familiarity could bring the desired response of the consumer towards the products and services. When the consumers have the feelings of familiarity, they assume that they have seen all the possibilities in the advertisement of the product choice (Karimi, 2013). According to Suryaningsih, Hadiwidjojo, Rohman, and Sumiati (2014), familiarity could build the consumers' abilities in identifying a product based on their knowledge and experiences that have become a common practice in purchasing a product in advertising. In this context, the repetition of the advertisement has been found to enhance the message processing of the advertisement (MacInnis, Moorman, & Jaworski, 1991) in terms of a more effective way than the cognitive way of processing. The type of attitude formation and change is a shortcut and it is referred to as taking the peripheral route to persuasion (Petty, Cacioppo, Strathman & Priester, 2005). Hence, for this research, young consumers can buy the product easily without causing any reluctance in their decision making.

However previous studies did not clearly discuss on how musical familiarity can affect consumer decision making through information processing. For example, a study conducted by MacInnis, Moorman, and Jaworski (1991), did not discuss clearly of what kind of repetition of the advertisement whether its music, or the frequency of the advertisement played that they found to enhance the message processing, also, it

did not mention in which ways does the consumer use for information processing. Another study conducted by Jain and Bagdare (2011), states that musical familiarity could bring the desired response of the consumer towards the products and services but it did not discuss on how the desired response leads to consumer decision making towards buying the advertised products or services that is in video advertisement content.

2.10 Chapter Summary

This chapter has discussed, in more detail how music in video advertisements affect young consumers' decision making. The researcher has also discussed the meaning of music, and also the concepts of power, musical power, familiarity, and musical familiarity and how they affect consumer decision making; as well as information processing affect consumer decision making. The researcher also discussed the theory of Elaboration Likelihood Model which has been very suitable in explaining this issue.

CHAPTER THREE

RESEARCH METHODOLOGY

3.1 Introduction

This chapter elaborates on the research methodology that has been implemented in this study. The detailed explanation of each sub topic is described.

3.2 Research Design

In order to answer this study goal, the qualitative method was fully utilised to test the various viewpoints of the informants regarding music in video advertising and its influence in the decision making of the informants in choosing products and services for purchase purposes. Along with the primary data, secondary sources in the form of published articles and journals were used to support the result as well.

A qualitative design was used in this study. According to Kumar (2011), the qualitative design is very useful as it provides immense flexibility in studying values, beliefs, understanding, perceptions, meanings and etc. In the next steps, the empirical approach to data collection and analysis was used.

The qualitative research method is a method that relies on text image data, which is focused on the interpretation of subjective meanings, descriptions of social contexts, and privileging of lay knowledge (Creswell, 2014; Fossey, Harvey, McDermott, & Davidson, 2002). It associated with different kinds of studies for example, case studies, life history, action research, and anything of the like (Devetak, Glažar, & Vogrinc, 2010). In this qualitative method research, interviews were conducted with advertisers, and musicians in Kuala Lumpur, and academicians in higher institutions. In addition, the research utilised the characteristics of the researcher as a key

instrument in collecting the data through interviews with the participants. According to Creswell (2014), the researcher may gather data by examining documents, observing behaviour, or interviewing participants. In depth interviews with the experts and young consumers were chosen for this research study. This is because in-depth interviews could help the researcher to figure out what the result could be in the point of the participants' view. Hence, an abductive style analysis was used to create categories or theme for the findings later.

Abduction is a thoughtful from evidence to clarification, a kind of reasoning characteristic of various situations with inadequate information (Aliseda-Llera, 1997). This approach works via interpreting or re-contextualising persons phenomena within contextual framework and its goal is to understand something in a new way, from the perspectives of a new conceptual framework (Danermark, Ekstrom, & Jakobsen, 2001; Dubois & Gadde, 2002). Hence, the abduction strategy is always concerned with interpreting the social world from the 'inside' (Ong, 2012).

The in-depth interview was chosen as the research design to figure out the meaning and understanding of music in video advertising perspectives. Also, it was to help the advertisers reach their target audience and influence them in their decision making of buying the advertised product or services. This research has come out with two types of studies which were the expert's interview perspectives and the young consumers interview perspectives. However, before the actual interview session, a preliminary study was conducted. Ryan, Coughlan, and Cronin, (2009), emphasised that, a preliminary test is essential before conducting of an actual interview so as to gather the right data and set of questions before the actual study. For this study, the preliminary test was conducted to strengthen the interview guide, to test the

understanding of the informants on the issue and the questions built. The preliminary study is discussed in detail in section 3.4.

3.3 Reflexive Methodology

Currently, a reflexive method to the research process is extensively established in much qualitative research (Ortlipp, 2008). Reflexive or reflective brings the meaning of thinking. It is about thinking of the situations for what a person is doing, scrutinising the way in which theoretical, cultural, and political perspectives of individuals and intellectual participation affect communication with whatever is being researched (Alvesson & Skoldberg, 2017). But it is in ways that are tough to become aware of (Alvesson & Skoldberg, 2017). To explore the concept of reflexivity, it offers an entry-point for understanding key dilemmas in the epistemology of qualitative methodology, the relationships of qualitative research, and the evaluation the of qualitative research. This is because these dilemmas can be the important tasks in terms of the complex issues of power, knowledge production and subjectivity (Day, 2012).

According to Steier (1991), the centre of reflection, which is reflexivity, contains an interest in the way we create ourselves socially whilst also constructing objects out there in our research. The process of creation demands something to create (out there at least we are not talking about a pure object of fantasy), to a create subject (the researcher), and a social perspective that creates the researcher, such as society, language, paradigms, or the local research community (Alvesson & Skoldberg, 2017).

For a level of interpretation, the researcher can start from the data constructing level, in which one makes observations, talks to people, and creates pictures of empirical phenomena, preliminary interpretation and so on (Alvesson & Skoldberg, 2017). This is when the degree of interpretation is unclear to the researcher. In fact, the researcher allows the empirical materials, such as accounts in interviews, observations of situations and other empirical materials to motivate, improve, and reshape the theoretical ideas (Alvesson & Skoldberg, 2017).

In the context of this study, reflexive methodology refers to qualitative study in which it is very flexible in nature (Braun & Clarke, 2006). Reflexivity requires self-awareness (Lambert, Jomeen, & McSherry, 2010) which means the researcher being actively involved in the research process (Palaganas, Sanchez, Molintas, & Caricativo, 2017). For example, in the context of this study, the researcher is responsible in methodological cohesion. This means that the aim of methodological coherence is to ensure congruence between the research question and the components of the method (Morse, Barrett, Mayan, Olson, & Spiers, 2002). For example, the researcher used in-depth interview to find the experts with almost 10 to 30 years' experience knowledge in the topic interest of producing music in video advertisement for young consumers that might affect their decision making process towards buying the advertised products or services. Also, the researcher needs to find the young consumers who have the knowledge regarding the topic interest on how they perceive the music video advertisement that can affect their decision making process towards buying the advertised products or services. Thus, both showed the cohesion of the methodology used based on the research questions requirement.

Another point is that the researcher needs to be working inductively, being a responsive investigator, gaining suitable and appropriate sample, and attending to relational ethics (Morse, Barrett, & Olsen, 2002). For example in the context of this study, the researcher is responsible to conduct the in-depth interview in more responsive way means in more conversational way, where the researcher did this approach in conducting in-depth interview with the experts and young consumers perspectives using probing dialog until the data reach to its saturation point. As stated by Morse, Barrett and Olsen (2002), it is the researcher's creativity, sensitivity, flexibility and skill in using the substantiation strategies that determines the reliability and validity of the evolving study.

For gaining suitable and appropriate sample, the researcher uses snowball sampling in order to find the suitable and the most qualified person concerning this topic interest for expert in-depth interview. Meanwhile for young consumers, they are huge population, it is impossible for a researcher to conduct in depth interview to each and every person and it is impossible for researcher to exactly find the young consumer with the knowledge of the topic interest. To solve this problem, the researcher has conducted the demographic and psychographic survey. Then, from there, the researcher referred to their answers on that survey, then only the researcher can detect among them who have the knowledge regarding this topic interest based on the answers they provided in the survey. After that the researcher choose them using purposive sampling based on that survey and then conducted in-depth interview session with the young consumers that were purposively sampled from the survey. The sufficient data have been obtained using saturation point for both in-depth interviews of experts using snowball sampling and young consumers using purposive sampling. As stated by Morse, Barrett and Olsen (2002), this saturation point ensures

the efficiency and effective saturation of categories, with optimal quality data and minimum dross.

For attending to the relational ethics, the researcher had informed the informants about the research on this topic interest before starting each interview. Also, a set of consent forms were signed by the informants, agreeing to a confidential interview session and the researcher informed them that none of the informant names will be revealed in this research process. Thus, all these reflexive approach support the importance of addressing the issue of rigor or trustworthiness of qualitative research (Palaganas, Sanchez, Molintas, & Caricativo, 2017) .

Practicing reflexivity is a noteworthy element of qualitative research (Morse et al., 2002) but as a process, the researchers need to acknowledge that reflexivity should be recognized as a significant part of the research findings (Palaganas, Sanchez, Molintas, & Caricativo, 2017). As stated by Palaganas, Sanchez, Molintas and Caricativo (2017), the reflexive research identifies that the researcher is responsible for moving back and forth between design and implementation to ensure equivalence among question formulation, literature, recruitment, data collection strategies, and analysis.

3.4 Preliminary Study

A preliminary study is conducted to regulate the research focus. It is a pilot test where it allows a researcher to create the necessary adjustments in the main study (Gumbo, 2014). It is experimental, exploratory, preliminary, a test, trial, or try out (Foster, 2013; Van Teijlingen & Hundley, 2002). A qualitative preliminary study is used to build questionnaire items, then pilot the questionnaire, trying out or pre-tests the

instruments, even the research process itself (Van Teijlingen & Hundley, 2002). In the context of this study, there is one academician, one musician and one advertiser involved that can review and validates the interview questions before the researcher can take it to data collection process. In this case, one individual used for each perspective is sufficient as it is qualitative approach and it does not count on numbers (Jansen, 2010), thus, it were used to gain the validation of the questions built before the actual interview can take place in data collection process (Van Teijlingen & Hundley, 2002). The reason that the researcher choosing them is, they are the experts in the field of music video advertising. The one academician is the experts in teaching of music video advertising, one musician is the experts in music' field in terms of producing song and one advertiser is the experts in the field of music video advertising perspectives. The main idea of the preliminary study in this research was to test the understanding of the interview protocol with the interviewee for the in-depth interview. The interview protocol was based on the understanding of music in video advertising that can affect consumer decision making towards products or services.

Music is everywhere and it can be on television, in advertising, and also on the internet (Ahmad, Pawanteh, Rahim, Rahim, & Mohd, 2012). Young adults love music (Jones, 2010; Miranda & Claes, 2009; North et al., 2000) and it is able to influence their behaviours and lifestyles through the media that they use to watch (Ahmad et al., 2012). To listen to music in an advertising video, marketing uses music so as to persuade the target audience to buy the products (Taylor, 2013).

One method chosen to conduct this study which was indepth interview for experts. The indepth interview was tested from 7 September to 29 September 2016. The aim

was to test the questions to get understanding and validation from the experts that the questions were suitable to ask the target informants. To start with the in depth interviews for the experts, the questions had been corrected to lead to the right data collection along with the research objectives.

3.4.1 In-depth Interview: Academician

For the in-depth interviews amongst the academicians, all the questions had been reviewed and validated in one round of testing by an academician in Universiti Utara Malaysia (UUM) who had expertise in this area of study. The interview questions were designed to suits the Research Questions. The questions were as follows:

RQ 1: How is music in video advertisements powerful in affecting the decision making amongst young consumers?

Table 3.1

Questions for Academician Experts (RQ1)

Original Questions	Revised Questions
Can you define what musical power means?	Can you define what musical power means?
How power music is in affecting young consumers in advertisement?	How does the power of music in advertisements affect young consumers?
What is the characteristic of musical power that can affect decision making mood?	What is the characteristic of musical power that can affect the decision making mood?
What do you think about current musical advertising toward Malaysian young consumers?	What do you think about the current musical advertising towards young consumers?

RQ 2: How does music in video advertisements create familiarity towards the decision making amongst young consumers?

Table 3.2

Questions for Academician Experts (RQ2)

Original Questions	Revised Questions
Can you define what musical familiarity means?	Can you define what musical familiarity means?
How strong the musical familiarity is in affecting young consumer decision making in advertisement?	How strong is the musical familiarity in affecting young consumer decision making in advertisement?
What is the characteristic that shows young consumer familiar with certain music in video advertisement?	What is the characteristic which shows that young consumers are familiar with certain music in video advertisements?
Could you please explain the difference between individual who experience musical power and individual who experience musical familiarity in advertising?	Could you please explain the difference between individuals who experience musical power and individuals who experience musical familiarity in advertising?

RQ 3: How does information processing of the music in video advertisements affect the decision making among young consumers?

Table 3.3

Questions for Academician Experts (RQ3)

Original Questions	Revised Questions
Is there any specific process in making decision in accord to musical power and musical familiarity of video advertising for buying purpose?	Is there any specific process in making decisions in accordance with the musical power and musical familiarity of video advertising for buying purposes? If yes, what? If no, why?
How about information processing in advertising, could you please elaborate?	1) How about information processing in advertising, could you please elaborate? 2) What are the influences of lifestyle and the psychological traits that motivate them to purchase certain products? Please elaborate.
What is the characteristic that music can be in advertising strategy and how does it work?	What is the characteristic that music can have in the advertising strategy and how does it work?

3.4.2 In-depth Interview: Musician

For the musician's in-depth interview, all the questions had been validated by a musician expert in the industry in two rounds of interview testing. Some questions remained as they were fine, and some questions were changed to provide a better understanding when it came to data collection later. The questions were as follows:

RQ1: How is music in video advertisements powerful in affecting the decision making amongst young consumers?

Table 3.4

Questions for Musician Experts (RQ1)

Original Questions	Revised Questions
Can you define what musical power means?	Can you define what musical power means?
How power do you think music is to young adults?	How will the audience respond to the emotional content of the music in terms of creative content?
Will they be influenced in making decision after exposed to it? If yes, how? If no, why?	Would they be influenced by music in a video advertisement in terms of making purchase decisions? Please elaborate.
Could you explain how music could help young adults making decision for buying products or services?	What kind/style of music could lead young adults to purchase products and services?
What do you think about current musical advertising towards Malaysian young consumers?	What do you think about the current musical advertising towards the young Malaysian consumers?

RQ 2: How does music in video advertisements create familiarity towards the decision making amongst young consumers?

Table 3.5

Questions for Musician Experts (RQ2)

Original Questions	Revised Questions
Can you define what musical familiarity means?	Can you define what musical familiarity (musical experience) means ?
How young adults become familiar with certain music?	How can music build trust in young consumers in making purchase decisions regarding products and services?

What is the characteristic that shows young adults familiar with certain music?	(Do young adults, skip certain stages when making buying decisions? If yes, how, if no, why?)
Could you explain the difference between young adults who experience musical power and with who experience musical familiarity?	What are the differences between these two groups: -Young consumers who are solely affected by the musical influence? -Young consumers who are affected by the musical experience?

RQ 3: How does the information processing of music in video advertisements affect the decision making amongst young consumers?

Table 3.6

Questions for Musician Experts (RQ3)

Original Questions	Revised Questions
What music can do or portray especially for young adults when they have to make certain decision about buying products or services?	What can music do or portray, especially for young consumers when they have to make certain decision about buying products or services?
How music moved them to be focus on video advertisement?	What are the influences of lifestyle and the psychological traits that motivate them to purchase certain products? Elaborate please.

3.4.3 In-depth Interview: Advertiser

For the advertiser's in-depth interview, all the questions had been validated by an experienced advertiser who had background in creating music in video advertisements. The discussion was held through a phone calling in one round of interview testing. The questions were as follows:

RQ1: How is music in video advertisements powerful in affecting the decision making amongst young consumers?

Table 3.7

Questions for Advertiser Experts (RQ1)

Original Questions	Revised Questions
What is the concept or real meaning that you can give for the terms of musical power?	What is the function of the 'hook' in advertising?
Can you define what musical power means?	How does the 'hook' affect the young consumer's buying decision?
How do you feel when listening to the powerful music?	How will the audience respond to the emotional content of the music in video advertisement?
How musical power can be related in affecting consumer of video advertising to buy related products with themselves?	Why do advertisers choose to use 'reference music' in video advertisements?
What do you think about current musical advertising towards Malaysian young consumers?	What do you think about the current musical advertising towards the young Malaysian consumers?

RQ 2: How does music in video advertisements create familiarity towards the decision making amongst young consumers?

Table 3.8

Questions for Advertiser Experts (RQ2)

Original Questions	Revised Questions
What is the concept or real meaning that you can give for the term of musical familiarity?	What is the function of the music tagline/ music logo?
Can you define what musical familiarity means?	How does a jingle affect consumer buying decisions?
How do you feel when listening to the familiar music?	How does the young consumer respond to the repetition of music in a video advertisement, in terms of making purchase decisions?
How familiar the music is in affecting young consumer?	What are the keywords that advertising agencies use to make young adults familiar with video advertisements to choose a product or service.
How musical familiarity can be related in affecting consumer in video advertising to buy related products with themselves?	How does the repetition of the lyrics of a song in advertisement help the purchasing decision for young consumers?
Could you please explain the difference between individual who experience musical power and individual who experience musical familiarity in advertising?	Could you please explain the difference of individuals who are exposed to an advertisement that has a music hook and an advertisement that has a music identity?

RQ 3: How does the information processing of music in video advertisements affect the decision making amongst young consumers?

Table 3.9

Questions for Advertiser Experts (RQ3)

Original Questions	Revised Questions
Is there any specific process in making decision in accord to musical power and musical familiarity of video advertising of buying products or services? If yes, how?	What are the influences of lifestyle and the psychological traits that motivate them to purchase certain products?
How about information processing in advertising, could you please elaborate?	How about information processing in video advertising, could you please elaborate?
What is the characteristic of music can be in advertising strategy and how does it work?	What is the characteristic of music that can be in the video advertising strategy and how does it work?

After all the questions were built, and verified by the experts, the researcher continued to do the interviews in the data collection stage. As stated by Kallio, Pietilä, Johnson, and Kangasniemi (2016), revealing the preliminary interview guide to a critique by specialists outside the research was particularly valuable in evaluating the appropriateness and comprehensiveness of the interview guide contents in relation to the objectives and the subjects of the study. Overall, the interview questions at this stage were settled and the researcher was able to move to the actual interview session with the experts.

3.5 STUDY ONE: Experts Interview

The goal of this study was to determine the differences of the musical characteristics that influence consumer decision making to buy advertised products and services specifically. In addition, this study also sought to understand in rich details, the manner in which media such as video, can bring about a social change in advertising for young consumers. In addition, this study wanted to know clearly about the musical

power and musical familiarity concepts that have been discussed in past literature reviews. Analysing this phenomenon is a fundamental part of explaining how this musical ability has an impact on consumer decision making towards video advertising for young consumers' minds. In order to gain in depth understanding of all these matters, the researcher has employed in-depth interviews. As proposed by Tully (2014), the qualitative research design is suitable to be conducted in-depth for a clear understanding of a phenomenon.

3.5.1 Sample Design

The study has employed 10 informants as the sample size for the interview sessions. The goal was to have only ten informants because as specified by O'Reilly and Parker (2013) and Walker (2012) data saturation is reached when there is enough information to replicate the study, and also when the ability to gain additional new information has been achieved (Guest, Bunce & Johnson, 2006), and when adding the coding is no longer possible (Guest et al., 2006). In qualitative sampling, it does not matter if the size is small, as long as the researcher can gain rich data or information from the experts to make it clear and reach to its saturation. As proposed by Wilmot (2005) and Kumar (2011) in qualitative research, the aim is to get in depth information as well as breadth, and it is guided by the researcher's judgment as to who has the ability to provide the best information.

Informants were chosen based on snowball sampling as suggested by Atkinson and Flint (2001). This method has been used for gaining informants when they were few, or some level of faith is needed to initiate contact. Heckathorn (2011) and Etikan (2016) stated that it is a broadly active method in qualitative research on hard-to-reach populations, which can also be known as the hidden populations of the studied area.

The meaning of “hidden” is the rarity to gain the exact populations, as this type of population is difficult to find and to recruit for the required study (Dragan & Isaic-Maniu, 2013).

The snowball sampling started when the researcher contacted a friend who was studying at one of the higher institutions in Kuala Lumpur namely University Technology Mara (UiTM). The starting point began from her as she introduced the researcher to her lecturer in which the lecturer helped the researcher with this study. The lecturer was one of the academicians from (UiTM) Kuala Lumpur, and he gave the researcher a few contacts of advertisers’ companies that were useful for this research study. Then, some of the advertisers from those particular companies, suggested that the researcher meet with another advertiser expert from another company who had the more knowledge.

The researcher interviewed that expert at a later date. After that, the researcher tried to contact musicians through email and the same process was used to contact other academicians through email. Some of them offered the researcher the names of other experts as they thought that they themselves did not have enough knowledge regarding this topic of interest. By experiencing this process, it led the researcher to the exact experts that were really well experienced with this research issue.

To gather a holistic perspective of music in video advertising’s influence on decision making amongst young consumers, the informants represented three groups, namely academician experts, advertising experts, and musician experts. These groups were believed to be able to provide the maximum understanding of music in video advertising and consumer decision making conceptualisation.

3.5.2 Experts' Criteria for Selection

The experts' selection for this research study was based on their experiences in the jobs taken as well as their personal experiences, which were closely related with the research study. In order to select an expert, a researcher can look from the expert's education and skills, position, relation to the research topic, years of work experience, the degree of quality of the prior expert judgments, the level of public recognition, and objectivity of the submitted ratings (Libakova & Sertakova, 2015).

Experts can be known as specialists with a large and well-developed knowledge-base that is adjusted to the tasks performed and the problems encountered (Wiel 2017). The experts for this study were seen according to their job positions, and experiences. The expert's criteria for this study were as follows:

- At least 10 years of the work experience
- The job position

3.5.3 Data Collection

For this interview design, the researcher conducted face-to-face interviews with all of the informants, as it is a better way to gain extra knowledge from the interviewee's voice, intonation, and body language which can be added to the verbal answer (Boyce & Neale, 2006). The body language applied in face-to-face interview in terms of the eye contacts made by the informants towards the interviewer when elaborating and discussing about the topic interest. They also have shown their openness and inviting posture during interview session. In this case, the researcher can understand that they are comfortable, confidence and willing to share the knowledge with researcher when discussing about the topic interest. Another thing of body language is that, the

informants voice pace which is moderate and not too fast or too slow, as the researcher can easily understand their explanation and elaboration of the topic interest. As stated by Dejonckheere and Vaughn (2019), body language such as nodding, silence, smiles or laughing and utterances can also encourage further elaboration from the interviewee. The interview session was in the form of face-to-face with the academicians, advertisers and musicians based on the questions that were built during the preliminary study. The interview sessions were carried out as mentioned in Table 3.10.

The reason of choosing face-to-face interview is that the participant may feel pressure to be available; and therefore, may have lower dropout rate (Oltmann, 2016). This is because since they are the career people, they have a busy schedule in performing their job. Therefore they have to manage their timing in meeting with the researcher. In fact, when it comes to geographical distribution, face-to-face interview is convenient and has made the researcher be able to meet them as they are often limited geographically to local area (Oltmann, 2016), means that their places are close to each other. For example the face-to-face interview were held at their working places at Kuala Lumpur, in the advertising companies as well as at the higher learning institutions, such as (UiTM) Kuala Lumpur, Aswara, and also (UPSI) in Tanjung Malim, Perak, Malaysia.

The interview were conducted in the form of semi-structured interview. A semi-structured interview is used to gain benefits from an open framework. The reason for using the semi-structured interview is that, it is clearly utilised when the specialist needs to dig profoundly into a theme and to see, altogether, the answers given (Harrell & Bradley, 2009).

Furthermore, the researcher also informed the informants about the purpose of the study before the beginning of each interview. A set of consent forms were signed by the informants, agreeing to a confidential interview session (Appendix A). The researcher presented two types of advertisements which were “Malaysia Truly Asia” sung by Yuna as a service advertisement and “Huawei smartphone” as a product advertisement that was sung by the Bunkface group. Those were the stimuli advertisement that had been chosen for this research study.

The reason choosing these music video advertisement is because according to the statistic of social media shows that young audience is the highest internet users in engaging and sharing content online, which is 67.4% while only 51.7% of those aged 50 and above did so (Malaysian Communications and Multimedia Commission, 2018). In fact, majority of them claimed that they shared content online because it was beneficial to the recipients (87.2%) (Malaysian Communications and Multimedia Commission, 2018). Therefore, many of the advertisers and marketers took advantage of online sharing medium to promote products and services to their target consumers (Malaysian Communications and Multimedia Commission, 2018).

As stated by Malaysian Communications and Multimedia Commission (2018), social media platform has led to an effective way of reaching a more extensive audience, by making it easier for them to browse content according to their interests. In the context of this research, the video advertisements were chosen based on the statistic of social media usage in Malaysia. By showing these videos, the researcher wanted to give ideas and understanding to the informants before the interview questions took place. Supporting this, Gill, Stewart, Treasure, and Chadwick (2008) stated that, it will give the informants some ideas to figure out the understanding of what to expect from the

interview and this will raise the prospect of honesty and it also as a vital part of the informed consent process. As a symbol of appreciation, the informants were given a souvenir at the end of every session.

This research obtained information that was in-depth from the experts' points of view regarding musical power, musical familiarity and information processing in video advertising to influence young consumer decision making. According to Harrell and Bradley (2009), utilising interviews is to accumulate foundation data or to obtain knowledge from experts and it is also a process of subject matter.

In addition, the informants participating in this semi-structured interview process were based on an interview guide (Appendix B). Next, the researcher used a probing dialogue to dig for more answers from the informants. It was hoped that the questions, which were built based on this research, would merge into a matter of rich information which could bring more understanding to this field of research.

Each interview was scheduled to run between 30 to 60 minutes and included questions eliciting opinions on topics such as the potential of musical advertising in videos being able to encourage young consumers to buy advertised products and services, how it could impact on the information processing of young consumers in order for them to make decisions to buy products and services, and also to what extent the differences between the influence of musical power and musical familiarity could help young consumers to make buying decisions. In addition, the informants were asked about their opinions on the current trends or styles of young consumers towards music in video advertising.

The interview questions based on the theory of Elaboration Likelihood Model and conceptualisations that have been discussed in literature. All the answers were noted by the researcher during the interviews. To avoid missing any important information, the researcher used a digital audio tape recorder. Once the data were all gathered, the audio recordings were then transcribed. Some interview sessions that were conducted in Malay due to the language barrier were translated into English in the process of analysing the data. The probing questions were also analysed and built according to the needs and the language simplicity.

When the interviews were completed, the data were transcribed and given to the informants, so that they could see the transcript and provide clarification. It is known as the 'member checking' approach. McGrath, Palmgren, and Liljedahl (2018) emphasised that member checking is a way of checking the data to ensure that the researcher has understood the reported responses of the informants. After that, these transcripts were given to a professional translator for proofreading and validation of the transcript. The table below shows the schedule that was planned for the process of the thematic analysis for the experts' interviews.

Table 3.10

Thematic Analysis Stages and Data Collection Periods for the Interviews

Phases	Process	Data Collection Period
Selecting informants for the interviews	The most productive informants were identified and contacted for interview sessions.	3 months 2 weeks (15 Jan 2017 to 29 April 2017)
Interviews were carried out	The interview session were carried out as scheduled.	3 Months 2 weeks (15 Jan 2017 to 29 April 2017)
Transcribing the data	The data was transcribed from line-to-line.	1 month (30 April to 30 May 2017)
Generating initial codes	The initial codes were developed to see the pattern of the interview data	1 week (1 June to 8 June 2017)
Searching for themes	The themes were defined upon prior analysis of the transcribed data.	1 week (9 June to 17 June 2017)
Producing report	The full report was written accordingly.	2 weeks (18 June to 2 July 2017)

3.6 STUDY TWO: Young Consumers' Interviews

The aim of this study was to determine the differences of consumers' views and opinions about music that influences consumer decision making to buy advertised products and services. This study applied in-depth interview as well as study one, because as stated by Edwards and Holland (2013), the interviews can increase the level of flexibility as it is the knowledge of exploring the experiences and beliefs of the interviewee (Gill, Stewart, Treasure, & Chadwick, 2008b) from different angles. Analysing this phenomenon was a fundamental part of explaining how this musical ability has impact on consumer decision making towards advertised products and

services in videos for young consumers. Hence, this study employed in-depth interviews for a clear understanding of the phenomenon (Tully, 2014).

3.6.1 Sample Design

The sample size for the interview sessions was chosen based on the saturation point. The saturation point is taken when there is no new information gained from the analysis or data collection process (Saunders et al. 2018). Thus, stopping at data collection process, which was at the tenth informant was because that was where the answers happened to start repeating, proving that the saturation point was achieved.

The informants had been chosen using purposive sampling. The researcher had to find the exact consumer for this study through a demographic and psychographic survey (Appendix D). As suggested by Beane and Ennis (1987), the demographic and psychographics survey has been proven to be a good way to describe the identified segments or target audiences and product users through lifestyle, such as the activities, interests, and opinions of the target audience. Thus, the qualitative survey instrument allows participants to express their ideas on their own terms (Seixas, Smith, & Mitton, 2018). According to Godambe (1982), purposive sampling can be used in number of techniques of data gathering. For example, a study can be started with a survey, then purposive sampling is performed based on that survey (Brown 2007). This study used the qualitative type of survey as it does not aim at creating frequencies, means, or other parameters, but rather at defining the diversity of some topic of interest within a given population (Jansen, 2010).

The researcher had distributed the survey through an online application. Twenty-five informants answered the survey out of fifty respondents and amongst the twenty-five

informants only ten informants who had the characteristics needed to be interviewed later were chosen. The justification for the distribution demographic and psychographic survey to fifty respondents was because it does not count the number of people as long as the researcher can get a whole picture of the targeted youngsters' psychology towards the topic of interest. As stated by Boyatzis (1998), a qualitative type of survey is used as it does not count the number of people with the same characteristic (value of variable), but rather it creates the meaningful distinction in terms of relevant dimensions and values within that population.

The ten informants were chosen based on the answers that they gave, through the demographic and psychographic survey as the responses made the researcher feels that they had the knowledge to be interviewed later. The survey gave the researcher a picture of the target audience's interests, opinions and lifestyles (Beane & Ennis, 1987) towards the music in video advertising perspectives. By doing this, the researcher could find the correct informants to gain richly detailed answers. Evans and Mathur (2005) stated that using a survey-based web is very flexible and it can be administered in a timely, well-organised style, minimising the period it takes to get a survey into the field and it is used for data collection as well.

3.6.2 Young Consumers' Criteria for Selection

The young consumers selection for this research study was based on their personal experiences, using demographic and psychographic survey. It has been proven to be a good way to describe the identified segments or target audiences and product users through lifestyle, such as the activities, interests, and opinions of the target audience (Beane & Ennis, 1987). The survey cover of questions related to their personal experience towards music in video advertising. The survey gave the researcher a clear

picture of the young consumers interests, opinions and lifestyles (Beane & Ennis, 1987) towards the music in video advertising perspectives based on their level of education and the variety of job position as well. By doing this, the researcher could find the correct informants to gain richly detailed answers which were closely related with the research study.

3.6.3 Data Collection

The study has conducted the interviews through online mobile applications. The reason of choosing interviews through online mobile application because it is accessible and easier that can covers the geographical range such as national and international context of participants (Oltmann, 2016). Since the young consumer is a huge population (Yazici, 2016), in the context of this research, they are dispersed through a wide range of geographical areas such as some of them are in Kelantan, Kuala Lumpur, Perak, Langkawi, Penang and Selangor. As stated by Novick (2008) research that calls for responses from a large geographical area would likely be more cost effective if conducted without face-to-face. Thus, using this approach is convenient to do the data collection process with young consumers who stays through a wide range of geographical areas for this research study. In a qualitative study, data can be collected synchronously or asynchronously, with text messaging, video conferences, video calls, and by using new media and the internet (Moser & Korstjens, 2018). The use of automated interviewing on smartphones has become so popular that people reply differently to the “self-administered” surveys brought by automated systems than by human interviewers (Schober et al., 2015). Besides that, the researcher have sent the two types of advertisements which were “Malaysia Truly Asia” sung by Yuna as a service advertisement and “Huawei smartphone” as a

product advertisement that was sung by the Bunkface group to young consumers using online mobile application.

The researcher used the texting version of the interview as it is more convenient and saves time. To support this, Schober et al. (2015) have emphasised that texting may allow people to be more thoughtful and accurate in responding to the question because it is asynchronous, as it allows them to take all the time they need and to answer when it is convenient for them. Furthermore, the researcher also informed the informants about the purpose of the study before the beginning of each interview. Hence, the interviews were performed using this way.

In addition, the interview had been conducted using the semi-structured interview which was based on the interview guide. The interview questions for the young consumers have been developed in the sequence version from the answers that researcher gained from the experts and also the questions that were built based on the research questions (Appendix F). As stated by Montoya (2016), a researcher needs to ensure that the interview questions are aligned with the research questions and must construct the interview sessions in a conversational way. As it can be as an instrument for conversation about a particular topic and this would merge into a matter of rich information which could bring more understanding to this field of research. The table below shows the schedule that was planned for the process of the thematic analysis for the young consumers' interviews.

Table 3.11

Thematic Analysis Stages and Data Collection Periods for the Young Consumer Interviews

Phases	Process	Data Collection Period
Selecting the informants for the interviews	The most productive informants were identified and contacted for interview sessions from a demographic and psychographic survey distribution.	1 month, 5 days (1 September 2017 to 5 November 2017)
Interviews were carried out	The interview session were carried out as scheduled.	1 month, 5 days (1 September 2017 to 5 November 2017)
Transcribing the data	The data were transcribed from line-to-line.	1 week (6 November to 13 November 2017)
Generating the initial codes	Initial codes were developed to see the pattern of the interview data.	1 week (14 November to 21 November 2017)
Searching for themes	The themes were defined upon prior analysis of the transcribed data.	1 week (23 November to 30 November 2017)
Producing report	The full report was written accordingly.	2 weeks (1 December to 15 December 2017)

3.7 Data Analysis for Study One and Study Two

The data of both studies from experts' in-depth interviews and young consumers' in-depth interviews were evaluated using a thematic analysis technique. The data were coded through line-by-line coding on the findings and the researcher collected the data through brief ideas of the information gained (Creswell, 2007). The data were

coded and analysed using recording units. This is because not all the information was to be used in the study as long as the text and image data are so dense and rich (Creswell, 2014). Normally, interview transcripts, field notes, and observations do not have any explanations, and they provide descriptions only (Burnard, Gill, Stewart, Treasure, & Chadwick, 2008). Hence, the researcher has to make sense of the data by exploring and interpreting it (Burnard et al., 2008).

The data were collected until the saturation point was achieved. Saunders et al. (2018), stated that the saturation point is taken to indicate that, there is no new information gained from the analysis or data collection based on the information or data that have been gathered, examined, and analysed. Thus, stopping the data collection process, which was the in-depth-interviews, at the tenth informant was because that was where the answers happened to start repeating, proving that the saturation point was achieved.

Alhojailan (2012) and, Scharp and Sanders (2019) suggested that the thematic analysis could be considered as the most suitable for any study that attempts to make its discovery by using interpretations. This type of thematic analysis was, therefore, employed in this research study. The thematic analysis was suitable for this kind of research because of its ability to be flexible in nature (Braun & Clarke, 2006) and also provide the data that can be easily understood by the readers. It can greatly assist in both reflecting and clarifying the reality (Javadi & Zarea, 2016). This thematic analysis has been employed in the abductive style where it can help to explore and construct theories that are grounded in everyday life (Ong, 2012). Hence, from this, the abductive approach helps a researcher group and categorise the data in accordance with themes.

There were six phases of the thematic analysis used for this research study as suggested by Braun and Clarke (2006) and, Scharp and Sanders (2019). The first one was the phase of processing the initial data from the interviews, then second was to generate initial codes. Next the third was, searching for the themes, forth was selecting themes and reviewing it, fifth was defining and naming the themes and lastly the sixth was producing the report. This was the most productive way. Hence, the report was more systematic and easier to be understood in the structure form.

For the first step, the researcher tries to become familiarised with the data interview by doing repeated readings. As suggested by Braun and Clarke (2006), this first step will give the researcher ideas in producing patterns, meanings and so on. After repeated reading, the researcher starts taking notes or marking ideas for coding back and forth in the following phases. Hence, the researcher gets a bunch of codes that need to be categorised in a more formal way.

In the second step, the researcher generates the initial codes during the data analysis process. The researcher has generated an initial list of ideas about what is in the data and what is interesting about them. This phase then involves the production of the initial codes from the data as guided by Braun and Clarke (2006). The initial coding in this study was carried out using the Nvivo data analysis so as to help the researcher to arrange the initial codes as was planned.

In the step three, the researcher searches for the themes during the data analysis process. After all the initial codes are completed, the researcher searches through the themes so as to sort the codes with the exact themes. As stated by Braun and Clarke (2006), the researcher needs to re-focus on the analysis at the broader level of the themes, instead of the codes, this involves sorting the different codes into potential

themes, and organising all the relevant coded data extracts within the identified themes.

Step four involves the refinement of those themes. The researcher reviews and refines all the themes by reviewing them at the level of the coded data extracts. This is to make sure that the researcher has read all the ordered extracts for each theme and considers whether they appear to form a coherent pattern. This is also, to make sure that those themes make sense from the sorting codes.

Meanwhile, step five is the stage for defining and naming the themes. The researcher identifies the essence of what each theme is about, as well as the themes, overall. The researcher conducts each individual theme and writes a detailed analysis, identifying the “story” that each theme tells. From there, the subthemes under each big theme are identified. It is important to reflect how it fits into the broader overall “story” that the researcher is telling about the data, in relation to the research question or questions, and to ensure that there is not too much overlap between the themes (Braun & Clarke, 2006).

The last step is producing the report. This involves the worked-out themes, which is the final analysis and write-up of the report. The researcher completes the write-up of the analysis, including the data extracts, so as to show the logic and coherence of the story. Based on Braun and Clarke's (2006) guided steps, producing report in this way provides a concise, coherent, logical, non-repetitive, and interesting account of the story the data tells, within and across the themes.

3.8. Data Triangulation

This study applied data triangulation as it was used to eliminate bias and increase the truthfulness of the studied phenomena. Carter, Bryant-Lukosius, DiCenso, Blythe, and Neville (2014) stressed that triangulation is viewed as a qualitative research strategy to test validity through the convergence of information from different sources. Denzin (1973) outlined that there are four types of triangulation which are data triangulation, method triangulation, investigator triangulation, and theory triangulation.

Data triangulation refers to using multiple data sources in time such as gathering data in different times of the day or at different times in a year (Korstjens & Moser, 2018). Data triangulation in this research context has been applied in different times in a year. For example, the researcher collected the data for experts in Jan 2017 to April 2017 meanwhile for young consumers the data have been collected in September 2017 to November 2017.

Other than that, the researcher using the same research questions of the topic interest which is music in video advertising towards young consumers' decision making. As stated by Heale and Forbes (2013), and Korstjens and Moser (2018), data triangulation need to be applied using the same phenomenon of the research questions. For example, the researcher have collected the data based on the same research questions to the experts which consists of four academicians, three advertisers and three musicians as well as asking the same research questions to the ten young consumers.

The researcher also have applied the data triangulation in terms of person, such as need to look at the level of people e.g. gathering data from different types or level of people or individuals (Korstjens & Moser, 2018). In this research context, the researcher has used different level of people such as experts which consists of four academicians, three advertisers and three musicians. Meanwhile for young consumers, it can be seen from their level of education and job position as well. Hence, the researcher gets a variety level of answers from them.

Besides that, data triangulation need to be applied from a different space such as collecting data on the same phenomenon in multiples sites or test for cross-site consistency (Korstjens & Moser, 2018). In this research, the researcher have collected the data from a different space which is experts in (e.g. advertising, musician companies, and ASWARA at Kuala Lumpur, UiTM at Shah Alam, UPSI at Perak, and UUM at Kedah). Meanwhile for young consumers, the researcher using online application to gather data from them across the Malaysian region such as some of them stays in Kuala Lumpur, Kedah, Perak and Kelantan.

Data triangulation was appropriate for this study as suggested by Ashour (2018) and Mathison (1988) in which this study included more than one data resource in order to understand the phenomena studied. Ashour (2018) and Heale and Forbes (2013) stated that data triangulation is determined by using the angles from two known points, hence, this study used the experts (academicians, musicians, and advertisers), and young consumer views towards music in video advertisement content in regard to the advertised products or services.

3.9 Chapter Summary

The methodology was chosen precisely to get the clear answer of the exploration for this study. By using interviews, the data was gathered accordingly through a systematic information collection which provided a valid product at the end of this study. Other than that, the further findings will be discussed in Chapter 4.



CHAPTER FOUR

STUDY ONE: EXPERTS INTERVIEW DATA ANALYSIS

4.0 Introduction

This chapter presents the analysis based on data collected from the series of in-depth interviews conducted with ten experts from three groups which are experts in music industry, advertising and academics. The analysis presented in this chapter answers the research question number 1, 2 and 3 all which were explored through in-depth interview. The interview was carried out between January till April 2017. The main aim of this chapter is to assess and determine the differences of musical genre, ability and characteristic that influence consumer decision making process. The interviews help the researcher to understand how music in video advertisement affects young consumer decision making process from the perspectives of experts. One of the significant contributions of this study may possibly be that it is the first study in Malaysia that directly seek to explore about music and decision making of youngsters towards advertised product and services. This study also helps the advertiser to gain their visibility and profit. Therefore, findings that are based on three groups of experts' perspectives are presented here.

4.1 Informants Background

In line with this scope of study, Granot, Brashear, and Cesar Motta (2012) affirmed that in-depth interview will leads to a more sensible awareness of the social power and organizational context of people's experience. So in this context, this research uses to interview the experts because it provides a deeper understanding of the issues, structures, processes, and policies that saturate participants' stories (Granot et al., 2012).

Table 4. 1

Study One Informants Background Information

Informants	Types of Organization	Gender	Age	Ethnicity	Role/ Experience	Education & Position
Ac1	University	Male	40	Malay	Has approximately 10 years' experience as a lecturer and expert in music composition modern and traditional.	Lecturer in Music PhD holder
Ac2	University	Female	45	Malay	Has approximately 16 years' experience in music composition and song.	Lecturer in Music PhD holder
Ac3	University	Male	47	Chinese	Has experience in teaching music approximately 9 years for university students.	Lecturer in Faculty of music. MSc.
Ac4	University	Male	55	Malay	Has experience in music field almost 30 years and became as a lecturer in teaching music almost 7 years' experience.	Lecturer in Faculty of music, PhD holder and now as a professor.
Ad1	Advertising Company	Female	40	Chinese	As an advertiser who has experience about music composition almost 10 years' experience.	Degree holder Advertiser/ Music composer
Ad2	Advertising Company	Male	40	Chinese	As an executive producer/ studio manager who has experience almost 10 years' experience in making music in advertisement	Degree holder Advertiser/ Music composer

Ad3	Advertising Company	Female	36	Malay	As a Malay copywriter who has experience in making lyrics for advertisement approximately 9 years' experience.	Degree holder Advertiser
M1	Musician	Male	40	Malay	As a musician approximately 10 years and above and now as a lecturer almost 8 years' experience.	Musician/Lecturer PhD holder
M2	Musician	Male	67	Indian	Has more than 30 years' experience in music industry. He also is the one who organized the Music Authors' Copyright Protection (MACP). He adds another art agency which is (The Malaysian Employees Society), representing not only musicians, but also artists from various fields including singers, actors, dancers, comedians, songwriters and playwrights	Degree holder. As a musician and composer. One of the key person in (MACP)
M3	Musician	Female	70	Malay	Has experience in music field almost 35 years and has won the best song lyrics award of "Cakera Emas" from WEA Recoding company.	Degree holder. As a song writer/lyric and a script writer.

Each expert has experiences in their field work. There are three experts from advertising area have experiences almost 10 years in constructing and composing music for the advertisements content. Meanwhile, there are three musicians and each one of them have experiences in producing and composing music video or songs almost for 30 years. And there are three academicians have experiences in music research in many areas, such as music in advertisement, music video, traditional and modern music composition almost ten years and the other one academician have the experiences in the same work for almost 30 years.

Engaging various people in video form of musical advertising and consumer decision making towards the advertised products or services was essential as this study seeks to explore the characteristic of musical in advertising and ways that could affect its audience. In addition, the view point of advertisers in this matter is crucial as this may give a critical insight from their personal perspectives in this area of study. Ultimately, the researcher secured ten informants that consists of three advertisers, three musicians and four academicians. They came from various backgrounds and professions and worked in government as well as private agencies. Table 4.1 provides some information on the background of the participants in Study One.

4.1.1 Analysis Interviews

In this study, informants were questioned about the role of music in the video advertisement and their perspective on audience in terms of making decision regarding the advertised products and services. Themes for each variable studied were identified through close reading of the interview transcribed using analytic coding technique. This technique is suitable for this study as its purpose is to explore

experiences, meanings and the reality of participants (Braun & Clarke, 2006) of the musical influence on young consumer decision making perspective towards the advertised products and services. During the review of transcript, themes that arose from the text were coded and categorised using Nvivo, qualitative analysis software.

Data analysis using Nvivo software found that there are many subthemes under the three main aspects of musical advertising effects on consumer decision making. There are musical power, musical familiarity, and information processing in which could affects the consumer decision making in video advertisement towards advertised products and services. They were identified in the literature review emerged as the main themes in this study.



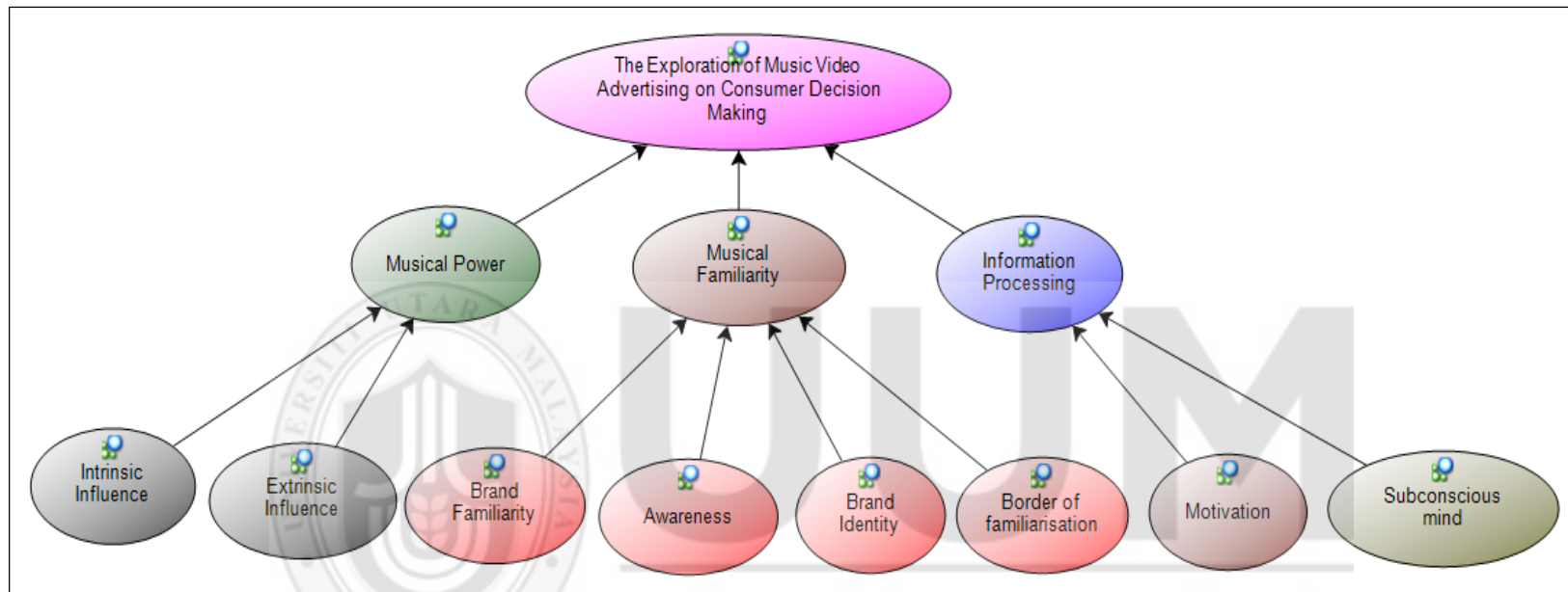


Figure 4.1. Main themes and sub-themes of music video advertising on young consumer decision making

4.2 Theme one: Musical Power Affects Consumer Decision Making

Music plays a vital part in our everyday life intuitively. It has massive power where our heartbeats first attached to its power. Many experts in the society are part of what bring about music in advertising and its power according to the findings from this study's interview analysis. In the same vein, Abolhasani, Oakes, and Oakes (2017) and Mas, Collell, and Xifra (2017) state that the potential of music to transfer brand values and create emotional involvements is the foundation to cooperate and engage with the brand and also are often associated to the fundamental human search for meaning in life. Though music can do a lot, especially it could give effect in terms of decision making, however, the analysis of the interviews found that there are many points that leads to consumer decision making for purchasing products and services via video advertisements. These points are divided by two elements which is intrinsic and extrinsic effects of musical power.

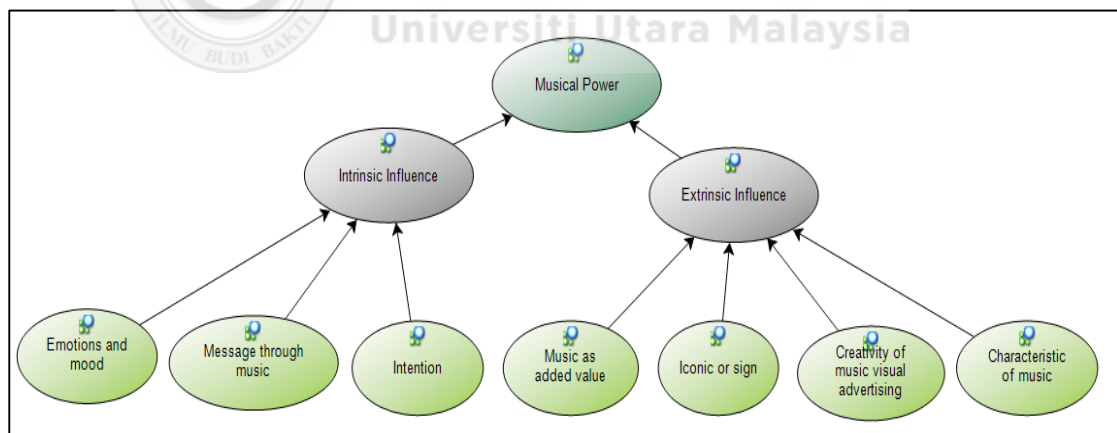


Figure 4.2. Theme one: musical power affects consumer decision making

4.2.1 Intrinsic Influence of Music Power Towards Consumer Decision Making

Researchers agreed that music has the significant influence intrinsically in human everyday life (Apaolaza-Ibáñez et al., 2010; Atkins & Schubert, 2014; DeNora, 2000;

Leipold & Loepthien, 2015). Intrinsic influence of music could give a sense of motivation because of its nature like most art forms, can be seen as a product of emotion: it contains, reflects, expresses or portrays a certain feeling of a person (Crooke, 2016).

This study found that music is divided by two elements which is intrinsic and extrinsic influence that can affect the consumer decision making. Intrinsic influence of music is very powerful where it can affect consumer decision making stronger than the extrinsic influence. It is can be known as the inner feeling such as intentions, moods and feelings, message from music to listener. Music and emotion are inherently related as intrinsic influence (Crooke 2016).

Music can go beyond the feeling of enjoyment, as it can affect the consumer decision making. Zander (2006) states that intrinsic influence of music can attracts attention, stimulate emotions and convey implicit and explicit of the information that is in the advertisement product. It can make the consumer to have a choice of product based on their level of encouragement and the valence of their current affective state (Di Muro & Murray, 2012).

Besides, music can make people to have the intention to buy the advertised product or service where it puts them in decision making context. The appeal of intention inside the consumer mind will help them to have a strong decision making to buy the advertised product. Intrinsic influence of music in advertising, makes the diverse parts of the human brain such as left and right hemisphere, engaged with music, language, or spoken sentence in order to share the same consensual activation of the brain (Bugos, 2015). Hussain and Ali (2015), claimed that music significantly give impacts on consumer purchase intention towards the product and services. Hence, intrinsic

influence of music can increase sales of product (Mohammadian & Ahmadi, 2015) as well as affecting the consumer decision making towards the advertised product or services.

Therefore, evidence from this study shows the concept of intrinsic influence of music could be explained by the attraction of emotions and mood, music as message in advertising and music as the development of intention as depicted in Figure 4.3. These themes are discussed in detail in the following subsections.

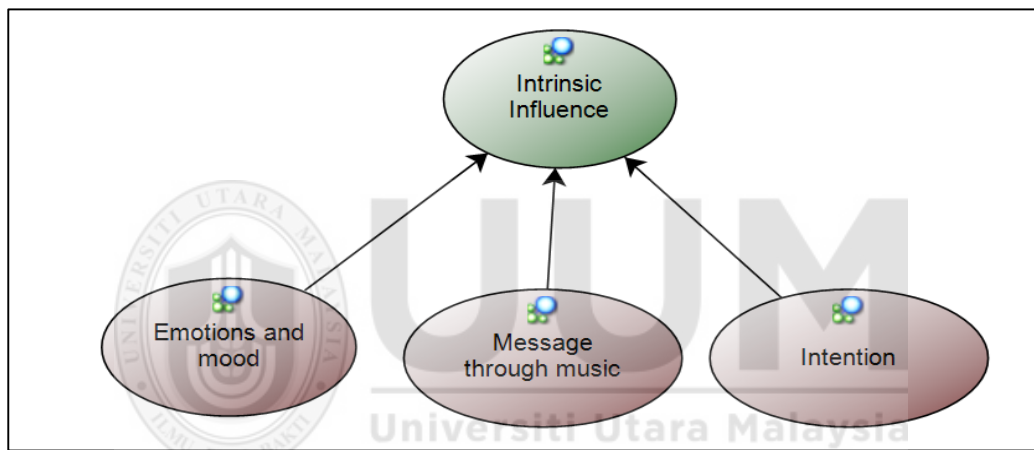


Figure 4.3. Thematic mapping on how the intrinsic influence of music affects consumer decision making

4.2.1a Emotions and Mood

As identified by the informants the first popular music can do is to attract the emotions and mood of people to look at the advertisements. Even the advertisement is just for one minute, its power can drive the consumer feelings to watch it. Alpert and Alpert (1990) and Bruner (1990) emphasised that music could attract the emotions and mood of consumer to make decision in terms of product choice. Emotions are easily aroused by environmental stimuli and it is short in time contrast to mood where it last longer than emotions (Ekkekakis, 2012; Pathak, Ms, Srinivas, & Batra,

2011). To proceed away from exclusive concern with music, the issue of the music's significance to the product would seem to be a noticeable concern in considering commercials, but again, there is a little attention has been paid by scholar on this issue (Allan, 2008). Hence, according to this study, shows the experts have emphasised that music is powerful in terms of its attraction on emotions and mood from the video advertisement that it could affect the consumer decision making. According to informants M1

“... [music] gives more [feel] in understanding about the visual. For example, if you watch advertisement, the communication is in the form of video, but the music background can make you more understand. For example, you know this moment is sad, funny, or scary. ...music that is fresh, can influence the way they [audience] think, emotionally”
(Informant M1)

This was agreed by informant M2 who stressed that

“...music has the power to evoke emotions in all of us. Pleasant happy music makes us feel happy too, while dark and negative sounds can evoke feelings on fear and concern. That is why music is so important to the success of video advertisement as without the music factor the viewer will not get the right emotions that the director is trying to convey. Music along the way they would strike a right chord in our hearts and minds”
(Informant M2)

Meanwhile, informant Ad1 and Ad2 emphasised that the power of music could attract and affect the emotions of consumer in advertising towards the brand. For example, informant Ad1 states that,

“The hook can try too many, more like maybe 3, 4 times... once you listen or even once or second time the [audience] client sitting here and when they listen to it, they hook on it. ... [it is] simple things that

happen in the track that capture them [towards the brand]”

(Informant Ad1)

“...[music] is something to catch your audience and catch their attention. ...of course, music, at the end of the day is, ... is, is ar... very um... something that drives emotions, you know. It is a sound that something that drive the emotion. For me I would think it is to affect people’s feeling, towards the brand. It affects your approach towards the brand. Why Digi use I will follow you? So, its mean I always there for you. So that’s affect your feeling towards the brand”

(Informant Ad2)

Similarly, informant Ac1 stressed that music has its power in inducing the audience emotions and mood especially in visual advertisement. Informant 5Ac states that music in advertisement is very influential compare to other media art.

“...[music] it is the expression towards the emotions. It expresses something. Only, when it reaches to the people, normally its nature will become multi interpret. Means that the audience will interpret, explaining the music in many ways. Among the strongest media to influence the human mood in performing arts is [music in visual advertisements] if we compare to other media arts. One minute we hear the song it just strongly straight away enters to the heart. So, in psychology of music, also already states in many times that music are most effective media in performing art”

(Informant Ac1)

While informant Ac4 adds that music in video advertisement is very powerful as it is linked strongly with human emotion.

“The power of music is based on emotion. So that’s why they are related. So, when you listen to the music you will feel emotion attracted to the music [advertisement]. So that is the, one of the most, a powerful effect of music to human”

(Informant Ac4)

Hence, the figure 4.4 below shows that nine of the experts’ point of view talks about the attraction of emotions and mood in intrinsic influence of music towards consumer decision making in advertisement. This study shows that music is very strong in

affecting the young consumer decision making towards the advertised product or services in accord to their wants and needs.

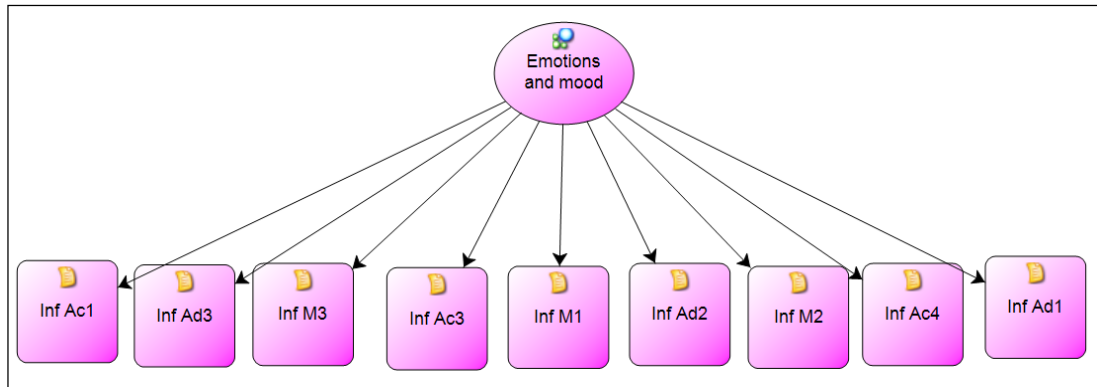


Figure 4.4. The attraction of emotions and mood towards consumer decision making in advertisement

4.2.1b Music as Message in Advertising

Music plays an important role where it can be as message to create empathy feeling from advertisers to the young consumers mind regarding product or service existing in the market. Apaolaza-Ibáñez, Zander, Hartmann (2010) and Nielsen (2015) state that music can communicate with consumer hearts and minds to generate emotions and empathy feeling that they can get from watching the video advertisements. It gives the message about the brand product to convince the young consumers if they consume the product they will be happier (Sánchez-Porras, & Rodrigo 2016). In some instances, music appears to growth the communication effectiveness in the setting of advertisements (Alpert, Alpert, & Maltz, 2005) where it could affect the consumer in terms of decision making process regarding advertised product or services.

Informant Ad2 states that music is very powerful when it comes with lyrics and it could affect the consumer feeling when making decision towards the advertised product or service. He says,

“...so, music is very powerful. Because you can convey your message through music by using the hook. For example, ‘Pizza Hut’ advertisement where it puts the telephone number using the music hook, which is 1-800-75-2525. So, people remember what the message is, you are trying to say. Again, ‘Malaysia truly Asia video ad’ that’s (the way to) send their (advertisers) message of what they are trying to say”
(Informant Ad2)

Similarly, this point also has been supported by informant Ad3 as she stressed about musical power could always win in terms of affecting consumer in making decision towards advertised product or service. She states that

“A clarity message and persuasive ones will always win”
(Informant Ad3)

However, informant Ac1 described in more detail on this issue as he states that, message through lyrical music can be done effectively as many messages can be fit in the video advertisement.

“Music if related to power means that the strength of it in delivering something. Its more helpful if it comes with the lyrics, so information that related to the product, even it is just title name of the products could be put in the advertisement. Where it sells, phone number or attach with any designers that is well known.... So, it can be sent through lyrics. In 2, 3 minutes it has a lot to put in lyric for advertisements”
(Informant Ac1)

Hence this statement is supported by informant M3 as she adds that delivering message through music makes consumer more understand the video advertisement content. Message through music drive the consumer emotionally to think and digest the information about the advertised products or services in video advertisement as well as affecting their decision making.

“The power of music, in terms of communication, giving message to the audience. Because of its power in terms of communication, making people easily understand and digest the information about the product in advertisement... it is indirectly affecting the audience emotionally in making decision about the related products” (Informant M3)

Hence, the figure 4.5 below shows that music in intrinsic influence can play a role as message in the advertisement. There are seven experts talk about music can affect the consumer decision making as it becomes the message for advertised product or services towards the young consumer’s understanding.

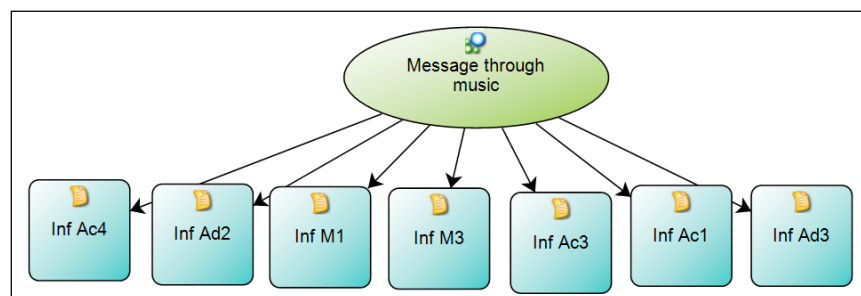


Figure 4.5. Music as message in advertising affects consumer decision making

4.2.1c Music as The Development of Intention

The influence of music on consumer behaviour has been established in studies concerning the purchase decision of the consumers toward the advertised products or services (Santos & Freire, 2013). Based on data analysis, this study shows that

intention is another reason that leads to consumer decision making. Purchase intention occurs when music act simultaneously in affective and cognitive ways towards the video advertisement content (Galan, 2009).

Informant M1 talks about the good music in video advertisement could leads the raise of intention towards the advertised products or services.

“There is one point when you hear the good song, and you can’t hear many times and then you try to find out. That’s where it can create intention to purchase. So, you have to. Have to buy it.”

(Informant M1)

Similarly, informant M2 and informant Ad1 add that the good music could put the consumer in decision making process when they are in needing or wanting a particular advertised product as they exposed to the video advertisement.

“...If it attracts their [audience] attention, then we could safely say it would influence them [on buying decision]”.

(Informant M2)

“...[music] gives the client or end user interest towards the product...youngsters can have choice to make regarding products as they need it or want it. So, music plays the role to increase the consumer’s intention towards the advertised product.”

(Informant Ad1)

Meanwhile, informant Ad2 talks about music influence on cognitive and affective mind of consumer where it leads to intention to buy the advertised product. He emphasised that music has the strong influence on intention as it raise the consumers interest on advertised product through lyrical content.

“...that’s the sound, when you hear that sound, you think of that brand. That’s the whole point. Where else hook for example, if let say you, you, keep listening, on a hook and let say that hook is telling something, again Digi hook is I will follow you, it will... try to influence your thinking towards that thing.” (Informant Ad2)

Other than that, informant Ad3 has given an example of musical power in which it could raise the intention in consumers mind through watching the video advertisement. She says,

“Music that is unique that’s in subway advertisement, “ta bleh lupa,” if like that, then people will be like uiyo! That’s Power this stuff. So straight away they feel the intention to try the menu there.”
(Informant Ad3)

Informant Ac1 explain in detail about how the musical power could turn the consumer to have the intention towards the advertised products psychologically. His explanation shows that, it depends on a person needs or wants as this could affects their decision making on buying the advertised products. This mean music enhance or strengthen the need by producing the intentions on consumers mind. He says that,

“But if people are looking for phone making survey, then when they see the advertisement, at that time straight away they will go for it. So, it raises the emotion to feel... like wants to own the product. If people feel like ‘wants’ to own. That feeling... That emotion, that is normally the music style we take is the one that energetic, grand, and upbeat, so it raised the intention of buying [the advertised product].”
(Informant Ac1)

Informant Ac2 has stressed that music is very powerful where it can turn the consumer moods to have the intention regarding advertised products or services.

“Music in advertising must have to reflect what they want to sell, so the music will become the decisive interest of who watch the advertisements or who will become the buyer. So, the target audience will get the feel of interest towards the advertised product

through its music in video advertisement while watching it.”
(Informant Ac2)

Hence, figure 4.6 below shows that there are ten informants of experts are talking about the music as the development of intention. This study reveals that music as intrinsic influence can raise the intention inside the consumer mind which in turn affects their decision-making context towards the advertised products or services.

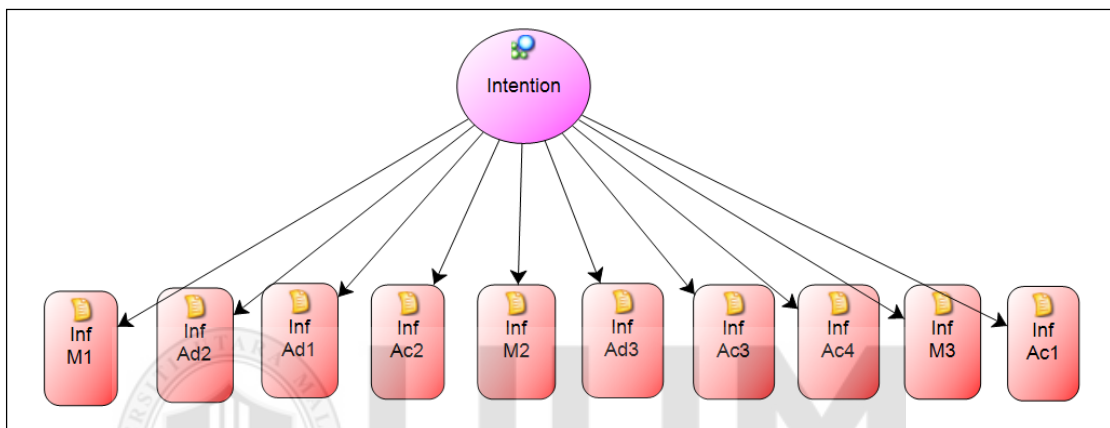


Figure 4.6. Music as the development of intention affects consumer decision making

4.2.2 Extrinsic Influence of Musical Power Towards Consumer Decision Making

Music has its power that is divided by two elements, which is intrinsic and extrinsic that can influence people psychologically in daily life. Intrinsic is more towards inner feeling such as intentions, moods and feelings, message from music to listener and whereas extrinsic is more towards outer feeling. This means that more towards the preparatory set, settings, and people who played the music. This is what we called as extra-musical as it can communicate the concepts of location, era, culture, lifestyle and personalities that is used in advertising content (Kristen & Shevy, 2013). Music can create meaning as it emerged from mutual patterns or forms, such as musical sound patterns that resemble sounds or qualities of objects (Fritz, Schmude, Jentschke, Friederici, & Koelsch, 2013) in video advertising.

Extrinsic influence of music is more towards the ability of music in making the product or services appeal in advertisement. The use of pattern music that can give information regarding the advertised product or services and also the use of characteristic of music that is congruent with lifestyle, culture, and era of the target audience will be depicted in video advertisement content.

This study shows there are four subthemes under the extrinsic influence of musical power. There is music as the added value, music as iconic or sign, the creativity of music visual advertising, and the characteristic of music in advertisement.

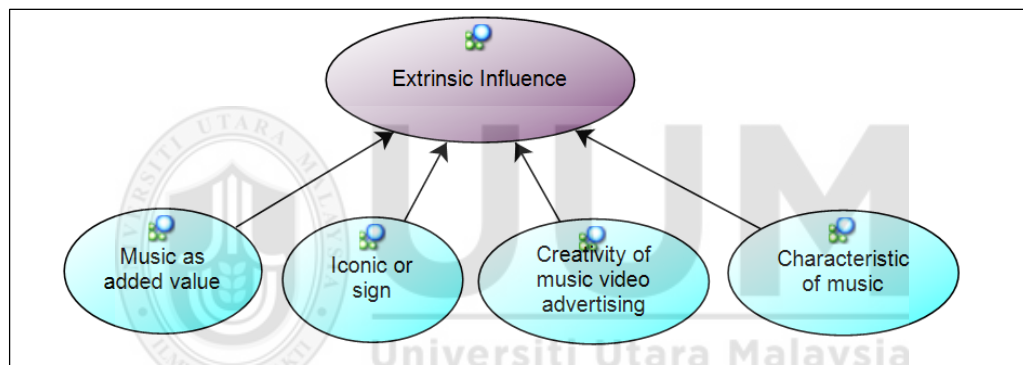


Figure 4.7. Thematic mapping on how the extrinsic influence of music affects consumer decision making

4.2.2a Music as Added value

The universal definition of added value is the distinction between a product's market sales price and the cost of input material (Lind, 2005). A product's added value is not determined by the producer but by the market (Lind, 2005). According to Lantos and Craton (2012), music could give added value to an advertisement where consumers could favourably response to it and helping to accomplish advertising aims as it does not divert audience from the advertisement message. Music could make the advertisement alive and gives emotion to audience as it enhances the product's image.

For instance, informant M1 and informant Ac4 claimed that music could be as the added value in advertisement. They said that music could beautify and give emotion to the video advertisement as this could affect the consumer decision making.

“Music from this form (video), it gives added value for the product you want to sell... So, with music will beautify and make the video perfect in terms of the advertisement content.” (Informant M1)

“...the music could enhance the advertisement. As an added value, because that’s the emotional connection to it” (Informant Ac4)

Besides, informant M2 claimed that music could affect the decision making of consumer through jingle form.

“Jingles can help determine sales of products. Many studies have been done where the commercials with jingles get a more favourable response from those that don’t.” (Informant M2)

Similarly, informant Ad1 explained that music as the added value where it could influence consumer psychologically in cognitive and affective way to make decision towards the advertised product or services.

“...music is actually play like secondary part, just to make the feel so when you read a poetry (smiling) which has music that were blended to it, so it makes the thing more alive. So, it’s also play part like psychologically, it actually, give... enhances the emotion, enhances the whole context of the cognitive and state of mind of consumer in making decision to buy the product.” (Informant Ad1)

Hence, figure 4.8 shows that there are eight experts from three experts groups talks about music as the added value in advertising. This study shows that music has the

power as it can be the added value in affecting the consumer decision making towards the advertised product or services.

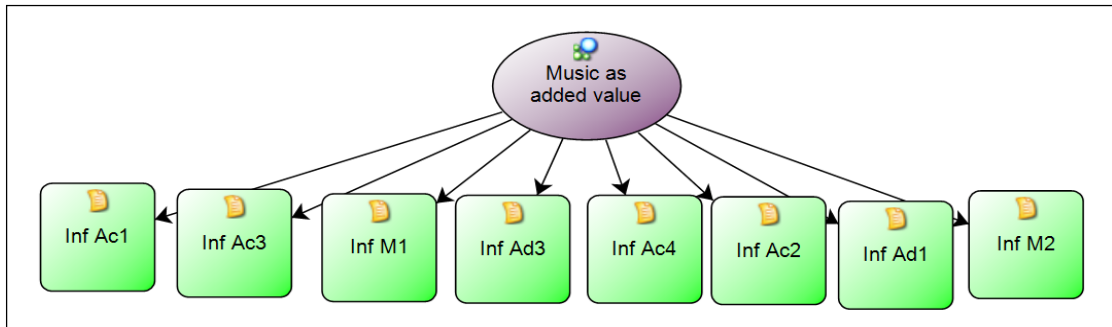


Figure 4.8. Music as added value in advertisement affects consumer decision making

4.2.2b Music as Iconic or Sign

Iconic meaning in music has not been scrutinised for its perceptual universality, nor has its connection to music appreciation yet been convincingly explored (Fritz et al., 2013). This study shows that music can be as iconic or a sign in advertisement as it could evokes certain images or situations in the audience's mind (Cai, Huang, Luo, Huang, & Mo, 2015). In this case, the iconic information of music should be suggestively informed by relevant iconic words (Cai et al., 2015) especially in advertising perspectives. Inducing the specific iconic meaning of the music (Cai et al., 2015) makes the consumer perceived the product image looks positive (Zander, 2006) where it could turns to potential decision making to buy the advertised products (Abolhasani et al., 2017).

For instance, informant Ad2 states that music can be as a sign in advertisement where it could evoke certain image of advertised product in consumer mind.

"...When people listen to [advertisement] that sound they know that's the image of that brand."
(Informant Ad2)

Surprisingly, informant Ad3 emphasised the power of music as a sign in advertisement where it leads to branding strategy as she said

“...It is part of a branding... carrying the brand image [of advertised product] to consumer mind.”
(Informant Ad3)

As these view of informant Ad2 and informant Ad3 supports Kellaris et al. (1993) which is music has a special ability to convey images, thoughts, and feelings more abstractly as well. Meanwhile, informant Ac1 and informant Ac3 have emphasised that music has the power in which it could be the iconic for the brand product in advertisement.

“There is one ad about ... what chocolate... I don't remember... but when hear the music... ok I got it. I know this is the chocolate advertisement. The music is already become really iconic and don't need the lyrics. Semiotic, how music can be the sign for something like products, so music is a tune, so that's how this tune can be the sign. So, the sign is via the perception of hearing. So, if people hear the tunes Digi or Mc'D so they will know that's the product. So that is the power of music.”
(Informant Ac1)

“...music can act as a sign in the advertisement. It can become really iconic, for example, some ad uses some new music that can keep in mind that they just composed new song for the jingle. Like Calpis, that's the new song, you know. Never been heard at anywhere same with Nikon camera. All that one also is new song, Calpis is very catchy... very catchy where it is already become the iconic of that yogurt drink Calpis. Main thing about catchiness is that it can become the iconic of a certain brand of the products. Because, audience got so many times to entangled by music.”
(Informant Ac3)

From these points of view, music as iconic or a sign in advertisement could strongly influence consumer in decision making process of buying the product or services in television advertisement. Figure 4.9 shows that there are six experts discuss about music as the iconic or sign in advertisement that has the ability in affecting the consumer decision making towards the advertised product or services.

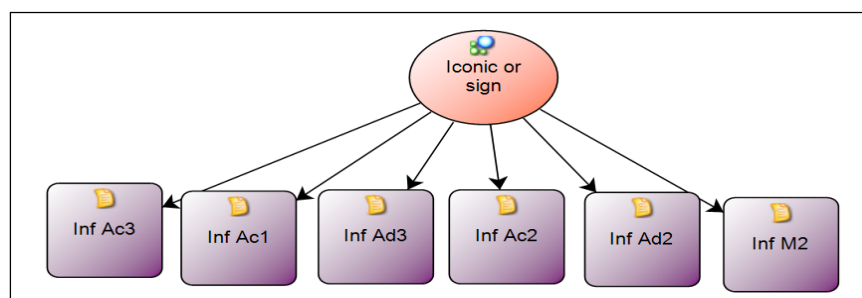


Figure 4.9. Music as iconic or sign in advertisement affects consumer decision making

4.2.2c The Creativity of Music Video Advertising

Advertisers need to have a more powerful impact on creativity, so that the audience will get to concentrate on the advertisement content. Advertising needs to be sophisticated and provides the knowledge base to mediate in the agency creative process (Koslow, Sasser, & Riordan, 2006). Creativity can be defined as the creation of something original and valuable where it is coming up with the new and fresh ideas or campaigns (Terkan, 2014) in relation to music television advertising.

As this study reveals that the suitability of product with target audience and with the congruent music could influence the consumer in decision making process. Informant M1 and informant Ac2 have the same point of view on creativity characteristic in video advertising. Informant M1 gives an example by saying that

“... In Bunk face advertisement, the artist caters the product, and the sounds are more toward youngsters [driven].”(Informant M1)

“Music has the power where it can specify the target audience. For example, the Huawei advertisement, the music is more towards the youngster’s preference. Because the video shows [the] youngsters, trendy [style], so the music is for them, the product is helped by the music to be enhanced more for target audience.” (Informant Ac2)

This finding supports the literature where music must be congruent with the product as it could influence the consumer mind (Binet et al., 2013) in terms of decision making process in buying the advertised products or services. Surprisingly, informant M2 talks in detail about the creativity of the story line in video advertisement content and with the music concept that can affect the consumer decision making thus stimulate their curiosity about the advertised products or services. He says that,

“The ability to tell a great story through music and video can make the product or service turn into something that will grab the viewers’ attention with a story that will resonate. But if there is an ad with good concepts and music, the consumer confidence in the product will be greatly enhanced... Advertisers need to produce advertisement that has creative story with emotional music engagement, because the unfamiliar and unexpected [story] stimulate curiosity.” (Informant M2)

Meanwhile, informant Ad1 and informant Ac1 stressed that creativity must come from the teamwork of music, storyline and video concept as this could affects the consumer feeling during decision making process. As informant Ad1 states that,

“...[advertisement] with music it drives the emotions and also it goes well with the voice over, the message to carry, ... so it enhances all, ... [the] whole emotional the whole story, so it enhances the context, the content in the video advertisement. It’s not only just music, but its teamwork, it must blend together the whole concept, the video concept the music concept, the idea, also if the advertiser

approach for young generation or old generation, so it's like one package." (informant Ad1)

"But music must have to be blended with the graphic in the advertisement. So, it can raise the people's emotion. Music is the function that depicts the video. Sounds and video must be together. People who exposed to [its] power, will become the first step when the advertisement is near to...[them]. Means that new product, today's we are launching it, so from there, the strength of music and video play its role in influencing them [audience] on decision making." (Informant Ac1)

To affects the decision making of consumer, informant Ad3 states that creativity could come from lyrics language that belongs to target audience generation. She gives her own view that

"...Use their [youngsters] own language, like just now Huawei [music video advertisement]. Meaning that you use youngsters' language. We have to see its target audience, we need to relate their personality, and their character to encourage them buy the products." (Informant Ad3)

Hence, this study found that 10 of the expert informants stressed on the creativity in making effective video advertisement towards target audience. The elements of creativity can bring impact on consumer decision making depended on a person needs and wants. The creativity in terms of audio video advertisement can increase the quality of advertisement in reaching target audience mind effectively as it psychologically influences them in making decision related to advertised product or services.

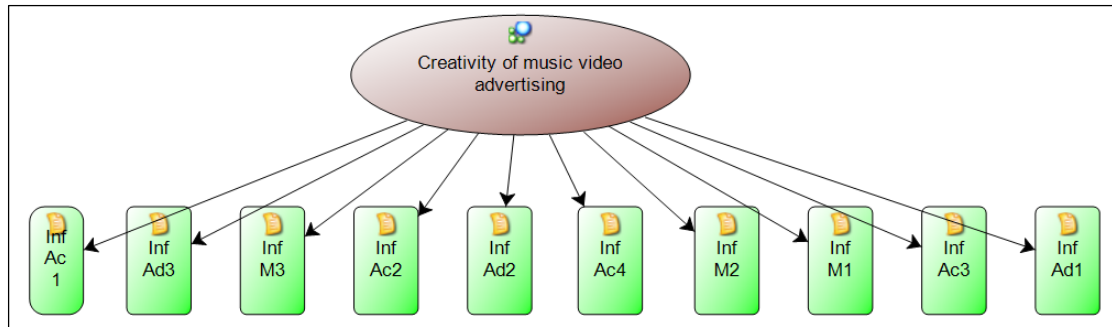


Figure 4.10. The creativity of music video advertising affects consumer decision making

4.2.2d The Characteristic of Music in Video Advertisement

The characteristic of music can be defined as the arrangement of rhythm, melody and harmony (Hepworth-Sawyer & Golding, 2011). This is including the sound-pitch, duration, loudness, timbre that can form a perfect musical sound (Dorrell, 2005). It is a powerful stimulus for affecting moods (Bruner, 1990) where it is highly influence the human cognition through the interaction between mind, (Burger, Thompson, Luck, Saarikallio, & Toiviainen, 2013) and advertisement content. Music that has the characteristic consonant of harmonies is stated as playful and happy, and it is used to enhanced product image in advertisement (Coloma & Kleiner, 2005).

For instance, this study reveals that happy or fast beat music appears in younger generation as this could affect their decision making towards the advertised product or services. Informant M1 states that

“...So usually the songs must be meant to youngsters in which is fast beat... the sounds are more toward youngsters (smiling)”
(Informant M1)

Informant M2 also states the same view as informant M1, he says that

“...[advertisement] It would have to be happy, catchy and energetic music that would appeal to the younger generation...(pause) personally like powerful, high energy music, not so much the slow jam types.”
(Informant M2)

Similarly, informant Ac2 stressed the same view as informant M1 and M2.

“...For young group usually they like more on pop, hip-hop, rock, jazz because the style belongs to them. So, the strength is there. In order to make it powerful, the theme [music] must be short, not long... and it repeated.”
(Informant Ac2)

Meanwhile according to informant Ac3 stressed that there are three characteristics that the advertiser should consider in making good music for video advertisement as this could affect the decision-making process of consumer towards the advertised products or services.

“...the music must be catchy in melody, second thing is the catch phrase la, like ‘walawei’ that people can remember or can sing along together. It is very important, to sell something. And the third thing is the rhythm, the rhythm... if the rhythm is fast beat, so there are the three things that is important, the catchy melody, the catch phrase and the beats.”
(Informant Ac3)

The view of informant Ac3 supports the informant Ac1 where he talks about the characteristic of music that can be used in advertisement. The interesting point here made by informant Ac1 is, the right characteristic of music in terms of popular and capitalist music contribute to the sustainability of the product in the market. He states that,

“...Music that’s is very capitalist, and materialist is a pop music song. Music pop that is music in mass media that are used for

mass... So, for me, the customer already sticks with the tune in their head and it is suitable with the product... when the product is used by them and it is good, when it is good I think it will become the sustainability for its [product] market.” (Informant Ac1)

But when it comes to advertiser, they have their own perspective regarding this issue. Informant Ad2 elaborate in detail and surprisingly, he gives a new way of how the characteristic of music could affect the consumer decision making towards advertisement content. According to informant Ad3 states that the use of certain notes in terms of 4 cords of musical sound can trigger the brain towards the advertisement products in video advertisement. He says,

“...There is one famous, video that talk about these certain notes that a lot of people use. And then there is another video you can search online where they talk about these 4 cords, that everybody uses it. 4 cords that everybody use it in all music in all the pop culture, and then one and fifth note also are effective [for advertisement] as our brain easily response to it... because it is short sounding and strong in affecting the human brain (Informant Ad2)

The view of informant Ad2 is supported by informant Ad3 as she states that

“So its effective if 4 cords are used in the advertisement. “... It's a progression that gives you a feeling of optimism and completion” (Informant Ad3)

She adds that the use of 4 cords will gives the feeling of hopefulness and confidence to consumer about information content in the video advertisement. Hence the use of capitalist music in terms of four cords, and one and fifth notes can affect human brain to respond as it triggers the consumer feeling about related products in video advertisement. The characteristic of music that is mentioned by ten experts reveals the

effectiveness of musical power in affecting consumer decision making towards the video advertisement content. Thus, it is likely that a person's level of conscious arousal is constantly varying, and it depends on their needs and wants of the product as they exposed to the advertisement.

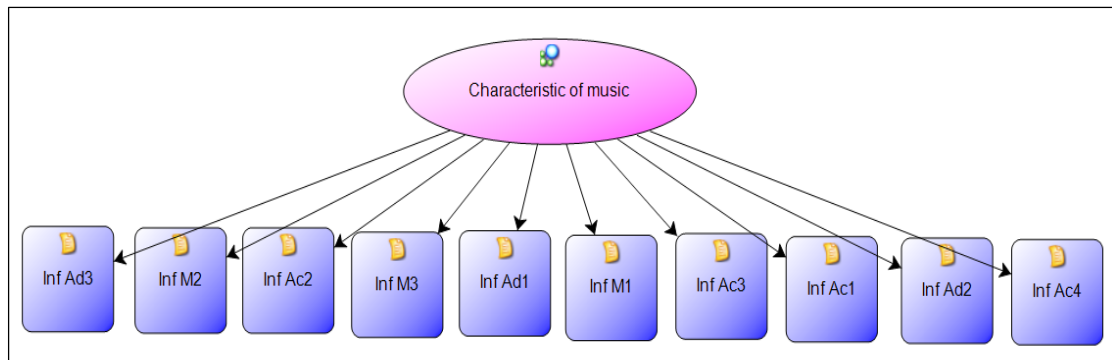


Figure 4.11. The characteristic of music affects consumer decision making

In summary, the elements in intrinsic and extrinsic influence of music has the potential in affecting consumer decision making towards the advertised product or service. The findings from experts view shows that youngsters will develop a favourable thought during decision making process. As stated by Petty and Cacioppo (1986) from a favourable thought will leads to predictive and enduring attitude. Hence, this attitude will influence the young consumer decision making towards the advertised product favourably.

4.3 Theme two: Musical Familiarity Affects Consumer Decision Making

Musical familiarity can be known as music that people used to listen or music that people have heard before such as in television, radio, social media or YouTube. Musical familiarity could affect audience towards the product's advertisement. As Morris and Boone (1998) stressed that music is seen as the vital feature in advertising because of its extensive use and ability to enhance audience arousal and affect. Musical familiarity is effective in enabling recall of the advertised product, means that, beneath non-attentive conditions (Alexomanolaki, Loveday, Kennett, 2006). It can be a device of unconscious elaboration of the musical signal (Alexomanolaki et al., 2006) as it could affect the consumer decision making in certain way. The analysis of this study shows that there are many points of musical familiarity could affect the consumer decision making towards the advertised product or service.

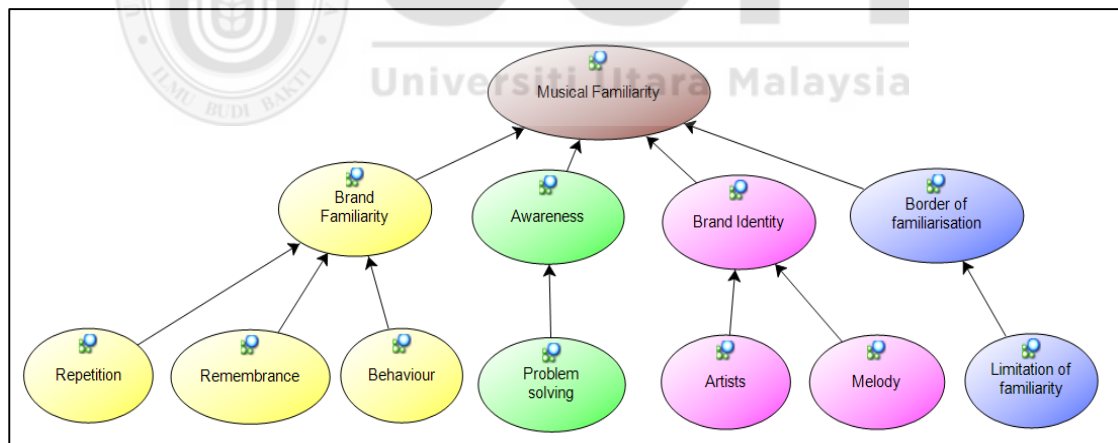


Figure 4.12. Musical familiarity affects consumer decision making

4.3.1 Brand Familiarity

Branding can be defined as more than just a giving name and signalling to the outside world that such a product or service has been stamped with the mark of an

organization (Maurya & Mishra, 2012). Music could create branding for product or services in advertising perspectives. It can make the brand appears to be familiar to its target audience. As stated by Campbell and Keller (2003), brand familiarity captures consumers' brand knowledge structures, that is, the brand associations exist inside a consumer's memory. One of the most popular technique that advertisers and marketers adapt is sonic branding. Sonic branding means branding with sounds in order to influence and establish memorable consumer interactions in context of advertising perspectives (Boyle, 2015; Jackson, 2003). Using music in creating the brand for products and services could influence the consumer decision making and consumer habits (Boyle, 2015). Musical familiarity is the sounds that has pattern of repeating, could make the audience remember and indirectly could affect the behaviour. This study shows that musical familiarity can make the brand familiar through these three points in which it leads to affects consumer decision making towards the advertised products and services.

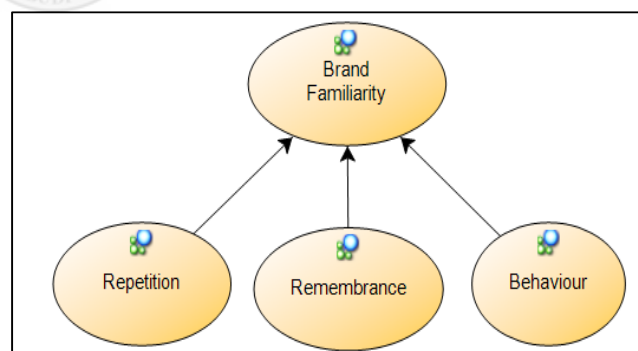


Figure 4.13. Thematic mapping brand familiarity related music affects consumer decision making

4.3.1a Repetition of Musical Tone

The repetition of musical tone would lead to familiarity of advertised products and services. When music become familiar to the audience, it could lead to improved

processing and less perceived complexity of information load (Madison & Schiolde, 2017). This study analysis shows that the repetition of musical tone does affect the consumer decision making. Brader (2005) claimed that when audience exposed to the positive enthusiastic image with music show greater interest under the situation of consumer's feeling less risk (Lim, 2003) in making decision to buy the advertised products or services.

For instance, informant Ad1 talks about the repetition of musical tone could leads to consumer decision making as she compared between product advertising and service advertising.

"...repeating... [music] is usually [for advertised] product alright? Compare to service advertisement, usually when you listen to jingle always, if we listen so many times, we feel okay, I need to try this out. Because always have seen it on tv commercial."(Informant Ad1)

Besides that, informant Ad2 and informant Ac4 has the same point of view where they state that the consumer decision making could be affected by the repetition of musical tone in subconscious way. This eventually could creates the branding of product and service through the use of familiar tone of music in advertisement.

Informant Ad2 states that,

"...the tune and the brand... because you keep listening to that song automatically you know, that the brand is related to the...[music], you know. So, in terms of repetition, in terms of how it repeats, you will memories' things like phone numbers, you can even make people remember the steps, do this, do that. Even people can memories your brand like Yousuf Taiyoob. So subconsciously it does work (nodding) ... it's the repetition can affect your buying...[decision], a lot of time we buy, make decision to buy especially, small things [product]."
(Informant Ad2)

Whereas informant Ac4 states that

“Because some say it is in subconscious mind, yes (nodding). That’s the thing. When people in subconscious mind, when they watch advertisement with good music, they will watch again and again and then eventually they will buy things.” (Informant Ac4)

This view also has supported by informant Ac3 where he gives an example concerning the repetition of musical tones that ultimately could affect the video advertisement as well as consumers mind. He emphasized that

“Like Huawei, they are using the beats that consumers like.. the dancing beat then subconsciously consumers might like this product...(pause) subconsciously. It is not first level of attack, its like second level or third level in mind.” (Informant Ac3)

Similarly, informant M3 states that repetition of musical tone could influence consumers decision making as it sets the consumer mind in believing the product quality when watching the product in form of video advertisement. She stressed that,

“The song was played over and over again with the support of visuals (videoclips) interesting and convincing has proven captured the attention of the general public and influence decision-making in the purchase. It will become very effective and affective.” (Informant M3)

This view has supported by informant Ad3 as she states that repetition of music as well as video advertisement can influence consumer decision making when time of needs come, and music leads them in believability about the advertised product. She states that

“...exposing to the same message every now and then will cause recognition and leads to believability... but if you expose with the message daily and for a long period of time, it will make you feel somehow you need to buy this [the product] or try this out by the time of needs come.”
(Informant Ad3)

Figure 4.14 below shows that there are seven experts are talking about the repetition of music could affect the young consumer decision making towards the advertised product or services. Repetition is more towards the frequency of music video advertisement being played until it creates familiarity feeling. According to theory of recognition heuristic has stated that familiarity can be seen in relation to consumers' other knowledge about previous encounters with an object, such as their frequency, and their ease of retrieval from memory (Pachur, Todd, Gigerenzer, Schooler, & Goldstein, 2011). In the finding of this study, it can be related that repetition of music leads to familiarity feeling. Hence the familiar music attracts attention as well (Petruzzellis, Chebat, & Palumbo, 2015; Blecha, 2015) then leads to influence consumers' decision-making process (Bettman & Park, 1980; Tam, 2008) towards buying the advertised product or services according to their current affective state. Thus, this study reveals that musical familiarity in terms of repetition element has the potential to affect consumer decision making towards the advertised product in video advertisement.

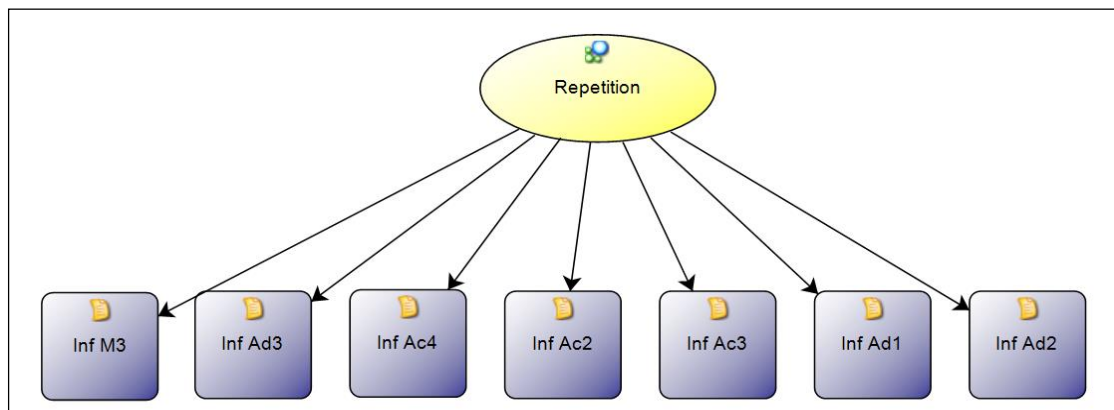


Figure 4.14. Repetition of musical tone affects consumer decision making

4.3.1b Music as remembrance

Remembrance is more towards memorise things. Remembrance can become the memory as it refers to ability of using the past in the service of the present (Karpicke & Lehman, 2013). It can be divided by two elements of memory. Episodic memory and semantic memory. Episodic is more towards remembering about specific events or episodes related to one's own life. Meanwhile, semantic memory refers to remembering of general knowledge such as fact, evidence and etc. Musical familiarity can make audience recall the advertisement. The function of familiarity used in commercial advertisements as it could code the information of a product in consumers memory (Alexomanolaki, Loveday, Kennett, 2006). Music that has relevancy with product for example, music message congruency related with its attention-gaining value to influence message response (Kellaris et al., 1993) could affect decision making of consumer towards the advertised products or services in video advertisement content. At the same time, music has the ability as it could strengthen the brand recall in advertisement to the consumers mind (Strähle & Keibel, 2018).

For instance, informant M2 and informant Ad2 talks about the 'musical hook' in which it appears to be a memorable sound in consumer's mind. Informant M2 said,

"The 'hook' would play in the listener's mind and make him keep thinking of the product. When it's time for a purchase the hook will enhance top of the mind recall." (Informant M2)

"...it's something catchy you have to do... something memorable, so that's why it is called hook... But normally, hook you use it normally as for the theme song of the brand for example, parappapaaa.. that is the hook. And you have other tunes like Calpis voice, p,p,p,p,p you know, that's is the hook. So that's all hook, something that catchy ...that simple, and people can remember.... it will remind you of the brand. Its more on remind you of the brand." (Informant Ad2)

Furthermore, informant Ad1 emphasised about the remembrance of a piece of music could leads the consumers to have the decision to buy the advertised product.

“...if a person going to anywhere and suddenly saw the product so they can ooo.. This product... oo.. And it might give the client or end user interest so they can buy the product if they don't remember they won't buy it.”
(Informant Ad1)

Similarly, informant Ac3 stressed that tagline can easily be remembered as it creates branding through musical familiarity. He says,

“So tagline is affective for remembrance through music”
(Informant Ac3)

and this statement has supported by informant Ac1 as he states that

“The familiar [music] ... maybe it's already one year or two to three months, its already in people's head. So, it is in their memory. So that's become the function that leads them to buy [the products].”
(Informant Ac1)

The experts point of view shows that consumers have already stored knowledge in memory for familiar, but not for unfamiliar brands and thus are likely to process advertisement for familiar brands less extensively than those for unfamiliar brands (Campbell & Keller, 2003). This is evidenced by Gupta (2013) who claimed that the aim of advertising is to facilitate recall of a consumer opinion and decisions linked to the product.

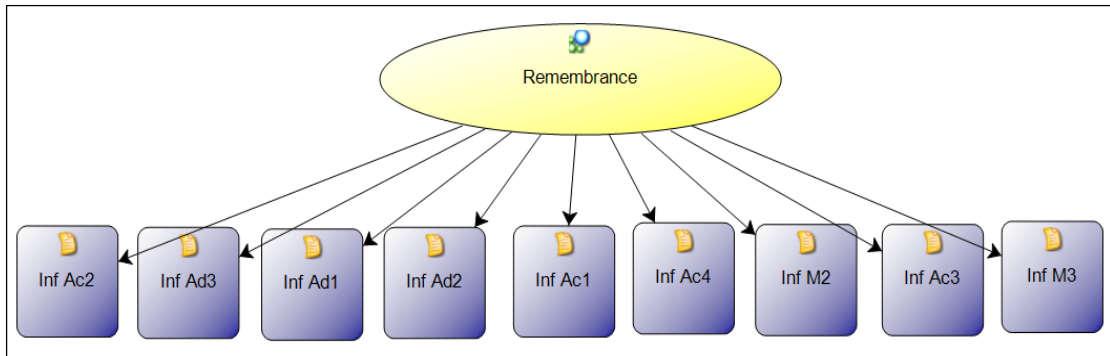


Figure 4.15. Music as remembrance affects consumer decision making

4.3.1c Music Affects the Behaviour Towards Advertised Product and Service

Prior research had shown that differences of specific background music choices along the familiarity and liking could affect responses to advertised products (Alpert & Alpert, 1990). Musical familiarity is more than just increases recall of a product through advertisements, but it also induces mood, feelings, emotions and behaviour (Alpert et al., 2005). Behaviour refers to “anything an organism does” or “what the organism does”, (Lazzeri, 2014) in their daily lives. In this study, the behaviour is more towards consumer perspectives on deciding to buy a particular advertised product or services in video advertisement. The data analysis shows that musical familiarity could affect consumers behaviour through advertisement product or services.

For instance, informant Ad2 talks about musical familiarity could affect the audience approach towards the brand product in video advertisement. He says

“...it [music] affects your approach towards the brand. Why Digi use I will follow you? So, its mean I always there for you...(pause) it can shape the behavior.”
(Informant Ad2)

Similarly, this view has supported by informant Ac4 as he talks about musical familiarity could affect the behavior of consumer in deciding to buy a particular product or service in video advertisement. He says that

“When people already familiar, it will shape their behavior towards the products or services...depends on a person to decide and try the product,(smiling) then of course they would buy it, like... the tagline of chicken rice shop... ‘Chicken rice shop, chicken rice and more!’ It’s actually trying to influence your behaviour towards it. Whenever you feel hungry, it drives your thinking to eat the food that you watch it through video advertisement and find the food as... it is delicious to taste.”
(Informant Ac4)

Hence, figure 4.16 shows that there are two experts have talked about how the familiarity of music shapes consumer behaviour towards the advertised product or service in video advertisement.

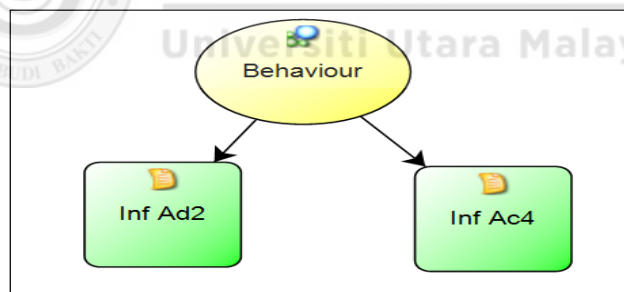


Figure 4.16. Music affects the behaviour towards advertised product and service

4.3.2 Musical Familiarity as Awareness in Advertising Affects Consumer

Decision Making

Awareness refers to sets of brands to which a consumer gives serious attention when making a purchase decision (Macdonald & Sharp, 2000). Advertising could bring awareness to consumers mind towards the product’s brand in video advertisement (Keller, 1993) using musical familiarity (Awad Alhaddad, 2015). It is very effective

as it could influence and persuades consumers to buy the advertised product or services (Janssens, 2012). Brand awareness is the component of brand equity model (Awad Alhaddad, 2015). Keller (1993), states that this model focuses on brand knowledge and its components, brand awareness and brand image as providing a sense of familiarity of the brand in the consumer's mind

Akkucuk and Esmaili (2016) explained that if the consumer familiar with the product's brand, they would feel more comfortable at the time of making a decision. This is suitable with the theory of ELM where it suggests that consumers may have a choice on brand awareness thoughts when they have low involvement (Petty & Cacioppo, 1986) especially regarding the food products or routine products.

Besides that, musical familiarity can create awareness in terms problem solving as it affects the consumer feeling when watching the advertisement. This is because, the problem-solving approach in advertisement using musical familiarity could influence them in buying decision (Janssens, 2012) effectively without need to process much information as in central routes of processing suggested by (Petty & Cacioppo, 1986).

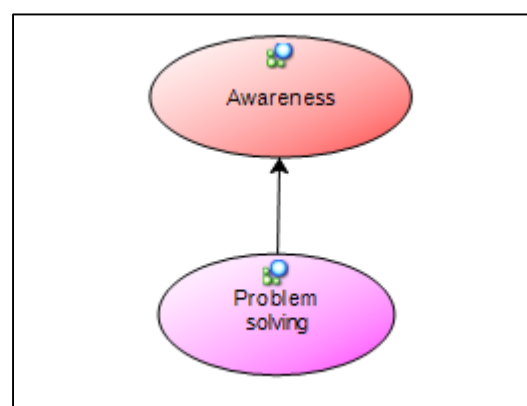


Figure 4.17. Musical familiarity as awareness affects consumer decision making

4.3.2a Musical Familiarity as Problem Solving in Advertising

Music in advertising could educate people in terms of problem solving. The role of music in contained learning and recall will be assessed within advertising and during low attention conditions (Alexomanolaki et al., 2006). When consumers can recall the advertisements, indirectly they have some knowledge of a particular brand in advertisement in which it is selling the product that has the problem-solving criteria. Advertisement product provides a sense of familiarity of the brand in the consumer's mind (Awad Alhaddad, 2015) through its music. In this case shows that musical advertising plays the big part as persuasion to induce the consumer feeling (Friestad & Thorson, 1986; Kemp et al., 2012; Williams, 2000) to affect their decision making regarding the advertised product.

For instance, informant Ad3 talks about the time of need of a particular product and its suitability with the target audience in terms of affecting their decision-making mood. She stressed that a video advertisement should present the advertised product that has problem solving criteria as it can affects their decision making towards that product. She says,

“...the current issue that relates to them. And the credibility of the product, what do our products have. Problem solving, for example, the growth of petrol price, so I want to sell bicycle. The problem-solving things people want it. And it can influence them to make decision to buy [the product] because its related with them and they will feel the needing of this products.” (Informant Ad3)

Furthermore, informant Ac2 states that advertisement can educate people in terms of way of using a particular product as it could influence the youngsters to buy the product. For example, advertisers need to show the problem first then they should

come up with the advertised product that has the solution for a particular problem.

“...and it could influence the youngsters to follow the way or the step about how to use certain product. Like for example when skin is exposed to the sun, it could damage your skin, so they will present the cream for sunblock and with music to show how effective the cream is to the audience. So, music is persuasive besides educate people about certain product that they are looking for. Another example is, the Yakult ad, Vitagen still use this strategy to educate people.”
(Informant Ac2)

Similarly, informant Ad2 adds that musical familiarity in advertisement could create awareness in terms of problem solving where people could learn from the problem that happen in their lives as a consumer in order to find the solution. He says,

“...you know... there was one, very significant campaign that was done in Australia. The one the best campaign of a sun tenting. Because Australia, had this problem of everybody is having skin cancer. Because there is beach area, right? They have a lot of beaches, so they have this problem, and nobody put sun screen and a lot of people get skin cancer, so some in the 80's they started this jingle campaign where they blast it on the beach. So that jingle, they will just tell you how to do, how to put on the sun tent, it just a simple step. Very easy, so eventually, it does work when people hear that jingle, it creates them to, go to that direction of putting sun tent. Whether it's a... whatever brand that it's not really about the brand but to create awareness. To create people to understand, what you supposed to do, to a certain degree, it is done well enough, yes. It is effective... subconsciously, you just take it pick it up as a habit.”
(Informant Ad2)

Hence, this study reveals that musical familiarity in advertising could influence consumers and their decision making towards the brand awareness. It is not only acknowledge them about their problems or needs, but it provides required information and guides them in making decision towards the advertised product or services (Sawant, 2012).

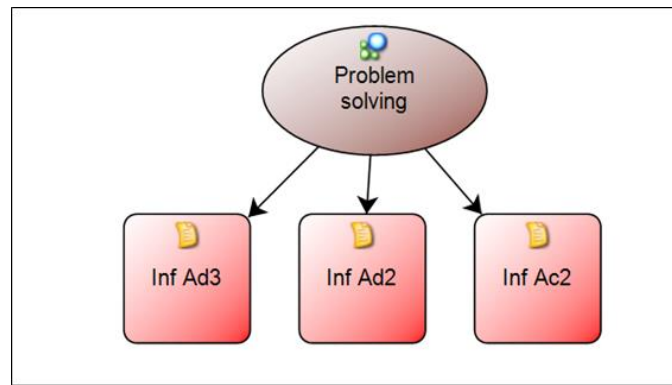


Figure 4.18. Musical familiarity related problem-solving affects consumer decision making

4.3.3 Musical Familiarity Creates Brand Identity Affects the Consumer Decision Making

The brand with a strong status and image influences the creation of brand identity, which in turn regulates the process of consumer choice (Cristina & Rodrigues, 2011). Brand identity could be created using music as it could make the audience recall the brand or product. Brand identity is a unique set of brand associations implying a promise to customers and it focuses on product attributes, brand personality, relationship, and strong symbol association (Ghodeswar, 2008). A study done by Kellaris et al. (1993) on the effect of background music on advertising processing, found that the suitability of image-music strengthened consumer's memory and attention. This shows that the image-music could be as a whole effective as it creates the brand identity. Hence, NVivo data analysis shows that musical familiarity creates brand identity in which it could affects the consumer in making decision to buy the advertised products and services. The first subtheme is artist and the second subtheme is melody that can create brand identity in video advertising.

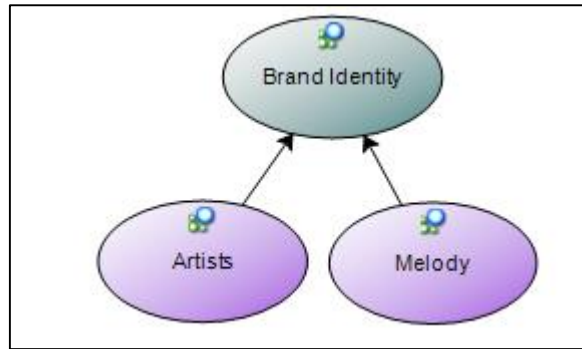


Figure 4.19. The thematic mapping on musical familiarity creates brand identity affects consumer decision making

4.3.3a Artist Creates Brand Identity

The image of artist with the advertisement product are effective as it creates the brand identity. Consumers especially young consumers they normally like to imitate the ways the artists dress, communicate and the vital thing is they choose and use the artists brands of product (Muda, Musa, Mohamed, & Borhan, 2014). The brand identity adds a set of relations and images such as artist as the endorser that allows the consumer to recognize it and consider it in their decision process as it enhances brand recall and facilitates instant awareness (Cristina & Rodrigues, 2011; Zipporah & Mberia, 2014).

For instance, informant Ad1 talks about the artist and music as one package as the whole effective elements that could affect the audience in terms of having a decision. He says,

“... sometimes [brand] identity it comes from artist that represent the product or the music la... but artist and music is a package [in advertising that] could affects the audience [in decision making]...”
(Informant Ad1)

Similarly, informant Ac3 adds more on the audience perspectives that they tend to follow the artist in buying the advertised products. They are more easily get in to the decision making, because they see the artist use the product in advertisement. He states that

“...with the celebrity. If you see Faizal Tahir or Siti Nurhaliza use Vevo, you... of course, if you don't know the brand also but see them use it, you surely want [the product]. ...sometimes artist like Siti Nurhaliza use Vevo so they tend to follow. So that's why they pay so much for artist.”
(Informant Ac3)

Hence, this study reveals that artist endorsement in a particular product could create the brand identity of it. As stressed by Cristina and Rodrigues (2011) as long as the brand concept is understood, such as a name, a symbol, an image, it produces the identity of that brand to be recognised by the consumers. Thus, figure 4.20 shows that there are two experts have talked on artist or celebrities' perspectives in music video advertisement.

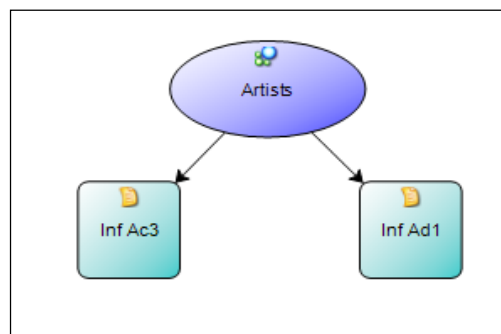


Figure 4.20. Artist creates brand identity affects consumer decision making

4.3.3b Melody Creates Brand Identity

Music that is from popular artist could be transferred for advertising purposes as it creates brand identity. Music in branding is interacting with audience effortlessly and

sounds are influencing their decisions and habits (Boyle, 2015). Abolhasani et al. (2017) stressed that the use of very addictive and repetitive tone of melody in advertisements may have positive effects on consumers' responses. Hence, the use of popular music in advertising gives companies the chance to communicate a favourable brand image and build a link between the music and the advertised brand (Abolhasani et al., 2017).

Informant Ad1 talks about the melody that could be as the brand identity towards the advertised product. She stressed that

“The hook also, represent the identity of the [brand], jingle track it has its specialty, like special more towards its instruments or lyrics melody....(pause) the [brand] identity, maybe because of the product is premier, so music is always premier, such as classic is more towards the [brand] identity” (Informant Ad1)

This shows that melody can create the brand identity towards the advertised product in video advertisement. Furthermore, informant Ad2 talks about creating brand identity from popular music song that is familiar to target consumers also can be used in advertising perspective. He explained that,

“In a way you want it [the advertisement] to be, familiar? Yes... (nodding) but it something fresh. I want something new that represent me. Doesn't represent anybody else, but represent me. But at the same time, I want my audience, to straight away get the feel of my music even though in never heard it before. So that's where the reference music is coming. So, you get the references. These are the top 40's right now, we actually do conduct a quick study the 40's that is in radio have played. So, these are the direction that you can go for [creating the brand identity].” (Informant Ad2)

Besides, informant Ad2 adds that using some information in music related brand can create brand identity as it affects the audience approach towards the brand. He stressed that,

“Normally they [advertiser] use it [information] either for brand identity, even ar...1-800-75-2525 pizza hut, something that you want people to remember, so that can identify to your brand. For example, a lot of brands that use, that music identity thing... is like... for me I would think is to affect people’s feeling, towards the brand.”

(Informant Ad2)

Similarly, informant Ad3 and informant Ac4 stressed that, melody can create brand identity in video advertisement product as it affects consumers decision making.

Informant Ad3 says,

“Hook is like part of brand identity, it carries the brand. It represents the brand, so it creates brand image. This means, music and tone melody that is suitable will create the brand image that suits a particular product and its brand where we can see it affects the consumer approach towards the product... People who used [to the brand] will buy [the product]. Because, music will make people familiar with the products or services to try it in the way of buying.”

(Informant Ad3)

Meanwhile informant Ac4 talks about the young consumers are easy to get influence with melody of brand identity product. He says that,

“Because the music brings the identity of the brand. For example, the tagline through melody can bring the identity for the brand product. And it can influence youngsters to decide and buy the product. We can see in terms of they used to know it, used to see it, used to hear it from video advertisement.”

(Informant Ac4)

Hence, this study reveals that the use of melody could create brand identity towards a product as it affects the consumer decision making related products. Figure 4.21 shows that five experts have talked about the melody can make the brand product get its identity through video advertisement.

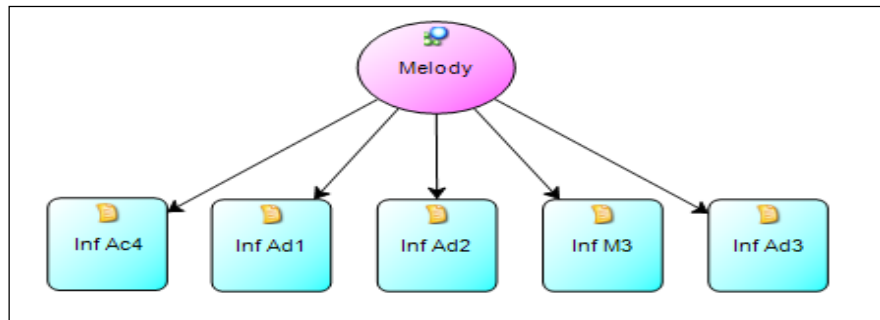


Figure 4.21. Melody creates brand identity affects consumer decision making

4.3.4 Border of Familiarisation in Musical Advertising

Some studies precise only for the familiarity of the stimuli such as music, while others depend on its pleasantness ratings, and others still on musical preferences (Pereira et al., 2011). Musical familiarity in advertising must have its border as it could affect the consumer mind in low involvement condition. As stated by Petty et al. (1987), consumers who are in low involvement need a simple memory, experiences, and interpretations to catalyse the attitude change.

Thus, the use of familiar music could enhance recall of the brand product (Alexomanolaki et al., 2006) and liking of the familiar brand as it could affects the consumer decision making in video advertisement. This study using NVivo data analysis shows that there is one subtheme under the border of familiarisation of musical familiarity which is the limitation of familiarity in musical advertising affects consumer decision making in video advertisement content.

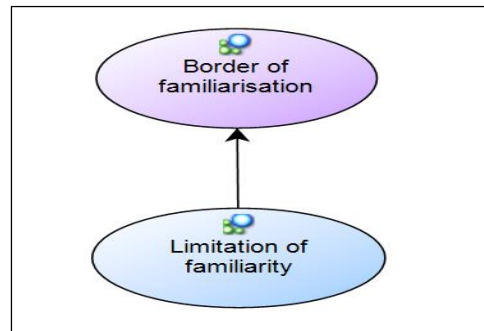


Figure 4.22. Border of familiarisation in musical advertising affects consumer decision making

4.3.4a Limitation of Familiarity in Musical Advertising Affects Consumer

Decision Making

Musical familiarity will have the association of personal meaning and memories that can be moved by several music characteristics including genre, nostalgia, and lyrical significance (Allan, 2016a). Musical familiarity must have its limitation in which it does not making the audience feel irritated towards a particular product or service advertisement.

For instance, informant M1 talks about the limits of musical familiarity as it should be in the video advertisement. He stresses that,

“...you have to put the [music] limit. You have to see this limit. It’s hard to know the exact border. As long as [audience] they don’t feel annoying, so they will buy the product. If they familiar with the product as well, and the product is good they will buy it even for every day, they can buy it.”

(Informant M1)

Similarly, informant Ac2 states that in order to make music familiar in advertisement, the repetition of the music in video advertisement should not be as frequent as possible. Informant Ac2 says,

“...it [should] has the repetition [of advertisement] just enough for two times in one hour for example, yeah. I think it’s not really disturbing the audience to be focus on the advertisement

(Informant Ac2)

Other than that, informant Ac4 talks about maintaining the familiarity of music in advertisement as this could bring positive response to the audience. As he stressed that

“The frequency [of advertisement] must be taken care of while promoting it to the audience through television...for example, like maybe in one hour, there should be 2 to 3 times only on air.”

(Informant Ac4)

He also adds that the advertisement needs to do renewal as this could maintain its familiarity to the audience.

“Need to do renewal lah. For example, at stage one, advertisement cannot stay long. You need to see where the next attraction for audience is to be focus on. So, it could give positive response to the audience.”

(Informant Ac4)

Meanwhile informant Ad2 has the opposite side of view regarding music and its familiarity in video advertisement. He states that sometimes the audience feels negative about a certain brand, but still there is a lot of people or consumers are going to buy it because of the musical familiarity in that particular video advertisement. As he explains,

“Ok let’s say one individual says I don’t like this product, and it could be other two people will buy the product. Certain people they want to boycott [the product], as long as one-person boycott, ten people will come buying it. You see, how powerful the advertising jingle [is]. ...even they hate it, doesn’t mean that they will not buy it. There is a lot of times, where, you know a lot of things that we hate, for example the song that we don’t like, for example like Calpis,

people hate Calpis. But who would know Calpis if let's say it wasn't for that song? And I'm sure, you want at least, want to try, what is this Calpis. You will buy it at least once." (Informant Ad2)

Similarly, this view has been supported by informant Ac3 as he explains that

"let's say I'm a corporate manager, the song is played thousand time it is ok because it is already inside the brain of audience. Because I'm selling the product, what I'm doing is sell sell sell. So, still people would buy it." (Informant Ac3)

This shows that limitation of familiarity music in advertising has saturated in marketable alertness in terms of how frequent it is played towards the young consumers mind (Allan, 2016) where it could leads them in buying decision towards the advertised product and services in video advertisement. This study reveals that the border of familiarisation in terms of advertising perspectives enhances consumer decision making of buying the advertise product and services as soon as they get influenced by the familiarity of music in video advertisement towards them. Thus, figure 4.23 shows that five experts were discussed on the limitation of musical familiarity in video advertising perspectives.

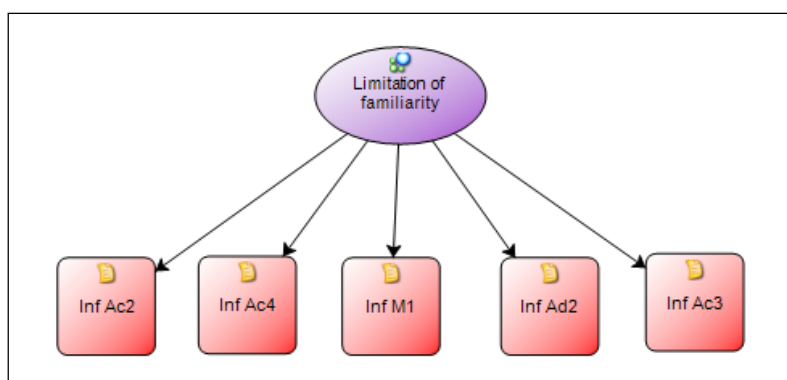


Figure 4.23. Limitation of familiarity in musical advertising affects consumer decision making

4.4 Theme three: Information Processing Affects Consumer Decision Making

Information processing has the ability in affecting the consumers decision making regarding advertised products and services. Individual will process the information based on their wants and needs of the products or services. Foxall, Goldsmith, and Brown (1998) explained that consumer find and use information as a portion of their rational problem solving and decision-making processes.

Information processing has its model, where the sensory stimuli is perceived by consumer while processing the information. The long-term memory houses in the information processing model, shows that all previous perceptions, knowledge, and information learned by an individual is a motion file system used for information retrieval (Lutz & Huitt, 2003). This shows that young consumer will have some knowledge and perception to process the information from advertisement content that they exposed to.

The visual advertisement forces audiences to process a sequence of "pictures" or "frames"; or can be known as video, possibly having the assets of conveying information to the audience mind (Jensen & Rottmeyer, 1986) as well as audio version of music that are placed in video advertisement to affects their emotions. This angle suggests that consumers can segment the video stimuli into chunks (Jensen & Rottmeyer, 1986). Thus, consumer will process the advertisement content that suits their preference when they expose to its stimuli.

In consumer decision making process, there are two types of thinking that people always do in their daily life especially related with choice of products or services. First, some decision are highly deliberated and second, some decision are automatic

or semi-automatic (Willman-iivarinen, 2017). For example, highly deliberated decision that is made by consumer is like choosing smartphones or choosing a vacation destination. Otherwise for the automatic or semi-automatic is more towards choosing the food place, drink or daily product uses. Consequently, the understanding of buying behaviour sheds the mild at the psychology of how consumers assume, sense, argument and choose among present options such as brands, products, and outlets, also how the consumer's environment such as lifestyle, family, media affects them (Stankevich, 2017). Consumer decision making also shows that how consumer motivation and choice techniques distinct among products (Stankevich, 2017) when they process the video advertisement content. Hence NVivo analysis shows that there two subthemes under the information processing which is consumer's motivation and consumer's subconscious mind response towards the video advertisement content. The subtheme as depicted in figure 4.24.

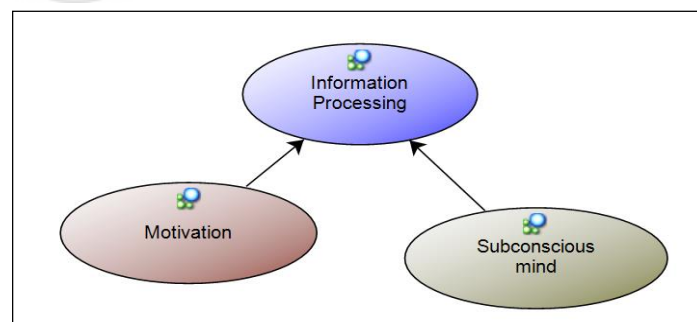


Figure 4.24. Information Processing Affects Consumer Decision Making

4.4.1 Motivation of Consumer Affects Decision Making

Every consumer will have the motivation to buy the advertised products and services. Motivation can be identified as a collection of beliefs, perceptions, values, interests,

and actions that are all closely related (Lai, 2011). Motivation can be divided into two characteristics which is intrinsic motivation and extrinsic motivation (Ryan & Deci, 2000). Intrinsic motivation is more on doing something because it is inherently interesting or enjoyable meanwhile extrinsic is to doing something because it leads to a separable outcome (Ryan & Deci, 2000). In advertising perspective, if consumers have a motivation they are more likely to put a greater cognitive effort in terms of elaboration to the central argument based on a logical, persuasive appeal of a message (Shevy & Hung, 2013). Nvivo data analysis showed that there are six items that lead consumer to have the intrinsic motivation. There is curiosity about the product, consumers judgement, consumers' stay updated behaviour, consumers' budget, consumers' likeness and the trend.

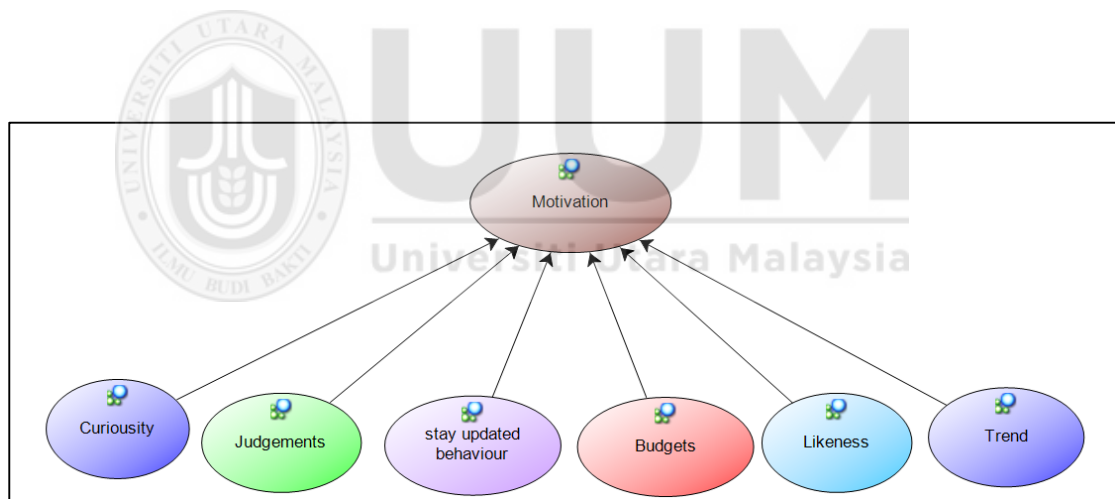


Figure 4.25. Thematic mapping on motivation affects consumer decision making

4.4.1a Curiosity About the Product Information

Curiosity as a steady motivational varies between persons that leads to differences in knowledge, goals, achievement, and experience (Ryan & Silvia, 2012). Curiosity come from the information gap model by (Loewenstein, 1994) in which it can be defined as the desire to close an information gap between a given desired knowledge

as the reference point with a person's existing information set (Turner, 2014). Advertisers use this form of curiosity to keep audience engaged in their message (Turner, 2014) of the video advertisement content in order to put them in decision making process of buying the advertised product or service.

Music is a key related knowledge and the choice of certain products if it turns with that knowledge (Guéguen & Jacob, 2014). Music as emotional stimulus inserted into an advertisement can stimulate a purchase motivation (Morris & Boone, 1998) where it could create curiosity in terms of information processing.

Informant M1 talks about the music in advertisement should be something that is unexpected and could arise the motivational states of mind. As he mentioned that

"...one commercial advertisement that youngster never seen before but the visual and sounds is something fresh... So, this feel will motivate them to explore. This happen especially for youngsters because they love to explore new things [and it is related with] products or service that is popular among them." (Informant M1)

This view has supported by informant Ad3 and informant M3 as they explained that,

"[music in advertisements] gives the motivation for people to explore information regarding product in commercial advertisement. [It] will takes long time for you to purchase the product. Because music it will set your mind towards the brand if they use certain genre music that is suitable with that brand. For example, perfume advertisement, it uses music that shows romantic, slow music, fresh...so you can feel it via the music. So, it can influence [consumers] to buy the product, but it takes time to buy especially if the product is still new in the market." (Informant Ad3)

"This is [musical advertisement with visual] more towards youngsters that exposed to music with fresh sounds. The music that they never heard before, that could increase their motivation in

exploring the information about the advertised product. but it takes time for them to decide and buy. But once they buy it, their attitude towards the product will become strong.” (Informant M2)

This shows that intrinsic motivation leads people to have the curiosity about the product in video advertisement. This happen when the advertisement comes with a little information regarding product thus elicited the curiosity on consumers mind. Silvia and Kashdan (2009) explained that highly curious people feel more intense feelings of curiosity, interest, and wonder. They will take longer duration to explore (Silvia & Kashdan, 2009) the information regarding the product that they interested in. This is suitable with the theory of ELM where, individuals who are in central processing will focus and seek information in deeper level (Petty et al., 1987). Thus, this indicates that music in cognitive information processing could affect the consumer decision making in buying the advertised products and services. As claimed by Alpert and Alpert (1989) musical power evokes emotional responses, which may inhibit cognitive processing in the context of an advertisement with little objective product information. Hence, it leads young consumers to use the central processing system.

Surprisingly, informant Ac4 and informant Ac3 stressed that curious people will use cognitive information processing to explore the advertised products or services through the attraction of music in the video advertisement based on consumers' needs and wants as it could leads them to have the decision. Informant Ac4 explained that,

“...If the consumer is emotional so they will quickly stimulate with the advertisement. [they] explore more about the product or service in the advertisement. The attraction [of music] will make them to decide but it depends on their wants and needs of the product.... so, it can influence an individual to explore more about related products

and services even they enjoy thinking in general and also even the ad is longer than 1 minute. They still can give attention to the ad.”

(Informant Ac4)

“let say a consumer definitely like this song. Then the song is related to the product, like Huawei then he/she surely explore [the information]. For me la. If they like the song if the advertiser uses the [attractive] song, they definitely... surely explore [the product] because they feel curious about the product.”

(Informant Ac3)

The expert's views showed the intrinsic motivation can leads to curiosity of young consumer towards the advertised products and services. Music enables the young consumer to feel interesting and enjoyable in exploring their curiosity related message of products and services in video advertisement (Cross, 2014; Santos & Freire, 2013; Ryan & Deci, 2000; Ryan & Silvia, 2012). The curiosity from the experts view can be seen from music that leads to increase the motivation, which is intrinsic motivation, (Ryan & Deci, 2000; Ryan & Silvia, 2012; Godwin, Hopson, Newman, & Leszczak, 2014; Shiffriss, Bodner, & Palgi, 2015) hence it activates the consumers of brain processing (Hallam 2010) in terms of information seeking about products or service in video advertisement. Finally, through this curiosity about the product information could leads in decision making of buying the products. Hence, the decision making, and motivation are codependent and equally influencing (Pohanková, 2010).

Furthermore, informant Ac3 gives an example on the curiosity on information processing regarding the product where he explains that,

“...depend on the specification and also the spec of the hand phone, consumer want hand phone like 20 megapixels and this one is 6 megapixels, so at the end of the day, the entertainment product will

be influenced but only if consumers want to buy [the advertised product].”
(Informant Ac3)

Similarly, informant Ad3 talks about the young consumer will process the information of product and searching more knowledge regarding a particular product that they interested to know. She explains that

“If you talk about youngsters... they already clever enough, they will digest first... doing research first, get the information, you know... then they will make decision.”
(Information Ad3)

Other than that, informant Ad2 has a slightly different point of view on this cognitive processing as he concludes that it depends on the individuals of processing but still, he supports that music in advertisement could arise people motivation to have the curiosity about related advertised products and services. He states that,

“...It doesn’t have to be necessarily make people want to know more, but [it] does work that way also... indirectly it influences your decision making in purchasing [advertised product].”
(Informant Ad2)

Thus, this study shows that consumers can be motivated to interpret brands and products that is in line with their current informational and social motives (Wood & Hayes, 2012). For example, As a conclusion, curiosity is the element that putting young consumer in deep processing towards the advertisement content of the advertised product and service. Figure 4.26 shows that there are nine experts were discussing on consumer’s curiosity towards the information of advertised product that brought by music in video form.

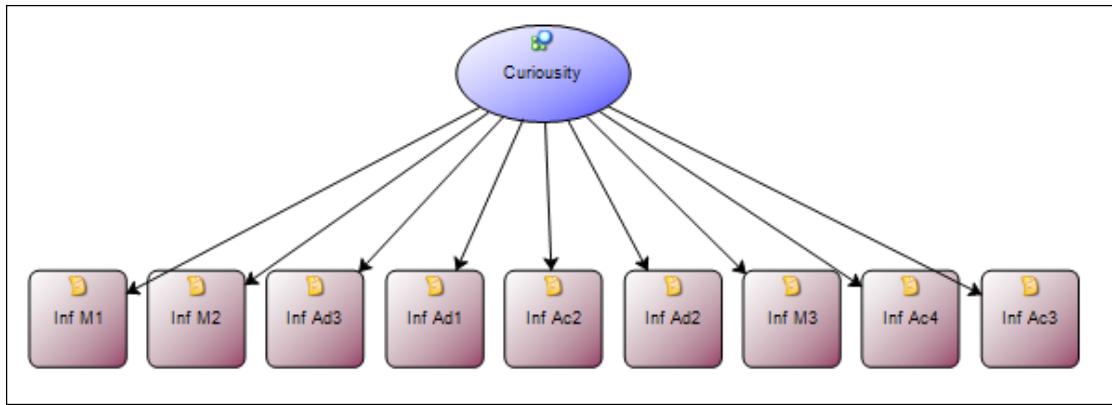


Figure 4.26. Curiosity about the product information affects consumer decision making

4.4.1b Consumer's Judgements

Consumers judgement will rise when they started to realised about the product or services in the video advertisement. They judge a product by the artist who presented the product in advertisement and also when they could see the product in video form of advertisement. Young consumer selects advertising information and characters as their role models, and they will imitate them in terms of how the artists dress and what they are going to buy (Kumar & Raju, 2013). Besides, placing consumers within a mindset, providing them with clues to produce specific meanings and to make judgements of a product (de Barros, Duarte, & Cruz, 2011) in video advertisement become a must for young consumers before they making decision to buy it.

For instance, informant M1, Ad1 and informant Ac3 stressed that young consumer prefer to see the visual in the form of video of product first before they going to judge and decide to buy it. For example,

“They [youngsters] will see the visual first [of the advertisement product]. For an example...they preferred to see the video form of the advertised product with preferred music.” (Informant M1)

This shows that young consumer would like to see the product feature first as this could put them into decision making of buying the product with the help of music in video advertisement. Informant Ad 1 adds that,

“For youngsters, they like to judge based on what they see, so for me the visual comes first in terms of watching the video advertisement.”
(Informant Ad1)

“Youngsters like to judge more on visual, [because] they want to see the product in video form. So, they will feel satisfies when watching the livelihood of a product through video form, besides they enjoying listening to its music at the background in the advertisement.”
(Informant Ac3)

Schnurr, Brunner-Sperdin, and Stokburger-Sauer (2017); Shevy and Hung (2013), claimed that when video of a product in advertisement comes with musical sound, it produces positive perceptions of attractiveness, and consumers may judge the video information differently (Eckman & Wagner, 1994). This is because consumers of different ages will have different experiences of judging that may affect their preferences (Eckman & Wagner, 1994). Consequently, they will involve in approach behaviour, such as spending additional time looking at the product or willingness to buy it (Schnurr et al., 2017).

Besides, young consumer prefer music comes with the video product. Informant M2 talks that if the music is good in the advertisement, probably the young consumer will look towards the product favourably. As informant M2 stressed that,

“...they [youngsters] will probably make a judgement as to whether or not they like the music. And if they do, they will probably look favourably at the product as well.”
(Informant M2)

Other than that, informant Ac4 talks about youngster's judgement will come together when they see the audiovideo advertisement. As he added that,

"Because music creates the perception of the products towards the youngsters. It could show the personality and the image and the quality of the product through audio video. They prefer audio and video parallel. They like to see first then with the support of the music.... if we talk about the advertisement. Okay. By making it audiovisual together, I mean music and video together, it is more affective for them."
(Informant Ac4)

This view has supported by informant M3 as she states that

"...youngsters more prefer visual in terms of video form then audio, I can say that, both must be parallel... visual is for them to see the product and the music is going to give them the feel, so both combinations are important for me... if only visual or only video itself... it's not going to work enough, it is not strong enough."
(Informant M3)

Thus, majority experts claim that young consumer like to make judgement based on what they can see from the video advertisement. This study supported Awad Alhaddad (2015), in which he found that consumer recall and recognize highly more on video form in advertisement content. Furthermore, music also important as it could affect consumer's decision-making mood towards the product in advertisement. This is because, music is a sensational stimulus to establish the overall flow of the advertisement (Majeed, Lu, & Usman, 2017). As stated by Johnson and Puto (1987) consumer use to make judgments and decisions within the limits of their ability, means that their cognitive images of products and services, serve as contributions to judgments, evaluations, and purchase decisions.

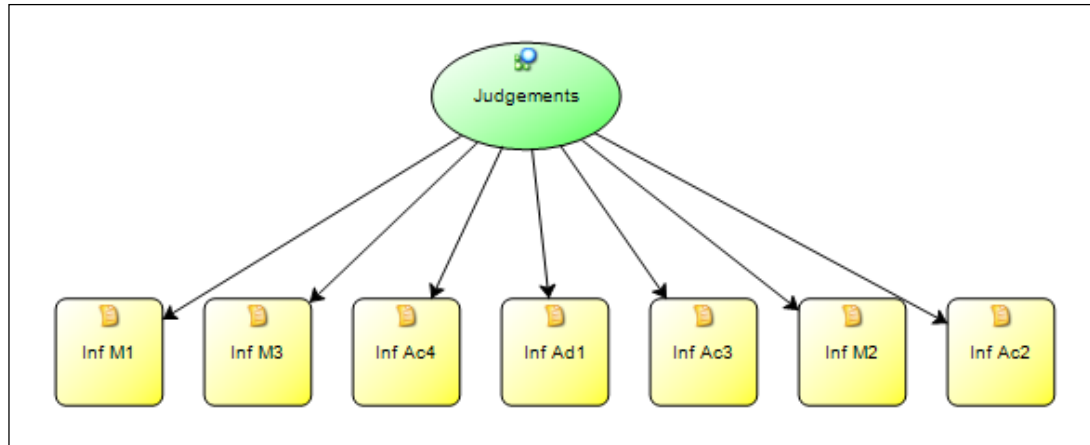


Figure 4.27. Consumer's judgement affects consumer decision making

4.4.1c Consumer's Stay Updated Behaviour

Consumers stay updated behaviour can be defined as young consumers stay up to date with important information in (which takes a very individual character), so that each of the consumers create their own small world and be surrounded themselves with it (Ratajczyk, 2017). For example, young consumers, who regularly observe the lifestyle of other people and for some reason are important to them (Ratajczyk, 2017). They are known as, youngsters who like to stay updated regarding today's products or services in video advertisement. With today's technology they have a chance to acquire more information through the internet (Cakır, Cakır, & Eru, 2013), where it could affect their decision making towards the advertised products or services.

For instance, informant M1 and informant Ad1 stressed that young consumer will stay updated regarding trend in terms of product in video advertisement nowadays that could affect them to buy the product. As Informant M1 states that

"They [youngsters] like to stay updated means that when people use a particular product, they also want to try it out. For example, like Huawei smart phones products."
(Informant M1)

Meanwhile, informant Ac2 and Ac3 talk that youngsters are hardly influenced by the music and video information where they can see today's culture of personality in which they stay updated as this could affect them in buying the advertised product.

Informant Ac2 emphasis that,

“they [youngsters] will influenced by music and the video with the information [of product]. They will get the information via the music video content. Because they engage with internet nowadays, they watch movies a lot, drama, music video... I mean they see from personality of character in movies, product that they use, more on lifestyle or we can say more on youngsters' culture, and they looking forward for product or service from advertising that has relation with that stuff.”
(Informant Ac2)

“Youngsters definitely will [have] affected by music because at this age definitely this is the time when you are very-very close to media and you want to stay updated whatever style or elements that related with youngsters at that moment, so you don't want to be outdated and eventually it will affects you when you watching the advertised product, that you found it as new thing or you found it suits with your character as the youngsters nowadays. So, it affects your behaviour towards the product.”
(Informant Ac3)

The video with music in advertisement has the ability to portrays today's youngster's lifestyle of product that can enhance them on decision making perspectives. This shows that young consumer stay updated about everything that they are interested in, (Gaber & Wright, 2014) especially product that they think it relates with them. They require information (Petty et al., 1986) to process the advertisement of some products or services in which it relates with their attitude and personality as this makes them develop the more favourable thought towards the product. As the result, it has the potential effects on their decision making of buying it. This is because they always changing and stay updated. Figure 4.28 shows that five experts have talked about

young consumer behaviour as to stay updated related today's trend or style that can bring decision making to be affected.

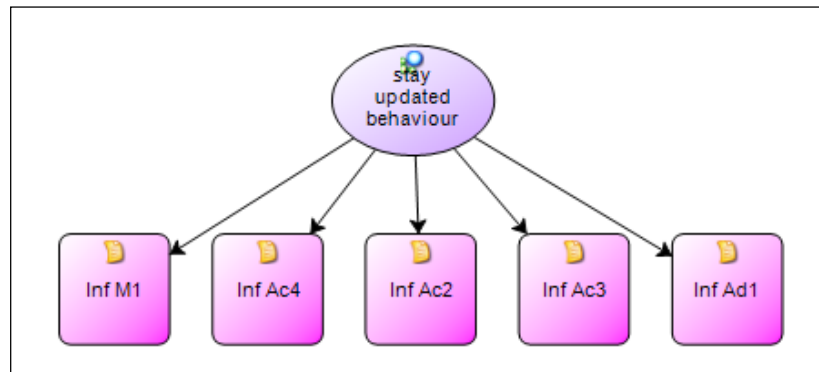


Figure 4.28. Consumer's stay updated behaviour affects consumer decision making

4.4.1d Consumer Budgets

Consumer always count on budgets when they are thinking of spending money. Budget can cause people to have the motivation in spending money for the things that they love. Consumer budget could affect the consumer decision making process in buying the advertised products. This is because information processing for the related products can come from the monetary value that help the consumers to be in the high involvement status (Martin, 1998).

For instance, informant M2 talks about the price in terms of budget could affect the young consumer decision making in buying the product as it requires deep information processing towards the advertised product. He stressed that,

"For young adults I would guess price would be a determining factor. But at the same time, they would choose based on the message put forward by the commercials [advertisement] and campaigns created to promote the product." (Informant M2)

Surprisingly, informant Ac3 and informant Ac4 explained that budget could rise the motivation state in processing the message related to advertised products and services.

As they stressed that,

“...the budget will become their [consumers] motivation in making decision to buy the luxury product, especially la. like brand new smartphones.”
(Informant Ac3)

Furthermore, informant Ac3 gives an example of information processing regarding budget as he explained that,

“... [audience will see] on the specification and also the spec of the hand phone, I want hand phone like 20 megapixels and this one is 6 megapixels, so at the end of the day, the entertainment product will be influenced but if people want to buy, it goes back to [their budget] la.”
(Informant Ac3)

“It's depended on their [audience] wants and needs, and also the budget money. They will try to see their budget and compare the features of the products, prices, warrantees and so forth.”
(Informant Ac4)

Meanwhile informant Ac2 adds more on the perspectives of budget as she states that

“...it depends on a person needs, [and] wants. If they [consumer] rich people, whatever thing they can buy.”
(Informant Ac2)

This is supported by informant M2 where he states that,

“...these would be those who look at the product as a whole [thing] and while [they will be] influenced by the music, price, quality, and reputation would also be [the] factors they would consider [in decision making].”
(Informant M2)

This shows that budget plays an important role in affecting the young consumer decision making to buy the advertised products and services. As stated by Zanolli and Naspetti (2002) product attributes could have a link with personal consequences and values that can be revealed to give a deeper insight into consumer's motivation in decision making. Consumers who have high motivation will require deep elaboration or evaluation on the message processing in the video advertisement (Durmaz, Suher, & Bir, 2016). Thus, figure 4.29 shows there are four experts have touch on consumer's budget as the information processing for related advertised product that can affect the consumer decision making towards the advertised products or services.

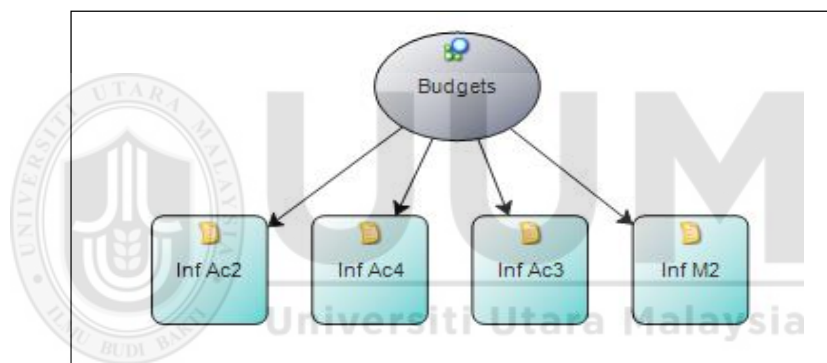


Figure 4.29. Consumer budgets affect consumer decision making

4.4.1e Consumer's Likeness

There are some elements that become the consumer preference in which it can draw them to buy the advertised product or services in the market. Young consumer will aim the advertisement as it could affect their decision making in which it creates liking, and selection of product or services (Niazi, Siddiqui, Shah, & Hunjra, 2012).

For instance, informant M1 talks about young consumers likeness characteristic as he emphasised that,

“If youngsters usually... the product should be in the form of gadget and it is entertaining, and very material base” (Informant M1)

This shows that, youngsters’ likeness is more on entertaining value that has to be in each item of their favourable products in video advertisement. Meanwhile, informant Ad2, and Ac1 stressed that music is the most important thing that leads the consumer’s likeness in choosing the advertised products or services. Sometimes their likeness will become their identity. As informant Ad2 states that,

“Let’s say if hotlink, who do you think the target market? Youngsters. why? when they first started, how you bring this brand to these people? Its use music, if you google it up, their commercial, their music is always upbeat. Youngsters kind of song... You want to appeal to younger people, you play nice music; subconsciously young people will just be drowned to you.” (Informant Ad2)

“Pop music is very dominant for young generation. Mostly, in Malaysia, we are with k-pop, western pop, and Indonesia pop, whatever it is that are labeling as pop, it is very easy for [youngsters] to take. It’s a syndrome actually (laughing)...the colonies syndrome. Young generation are brought from these syndromes, [and it] is related with the pop so they gain as their identity.” (Informant Ac1)

These youngsters are described as huge music lovers, (Tucker, 2011) particularly of fast beat and happy music. If the advertising has these elements music and video in which it depicts of youngsters likeness, it can affect their decision making. Tucker (2011) found prove that advertising was completely relevant to young people as it can affect their decision making.

Furthermore, informant M3 explained that the youngster's likeness could affect the consumer decision making when watching the favourable video advertisement. As she adds that,

"Melodies that suit their [youngsters] interests, the lyrics are easy to understand, supported by popular artist singing that become [their] favourite artist [can affect] audience [to] buy the products for emotional reasons."
(Informant M3)

Thus, consumer's likeness would affect in making decision to buy the advertised products or services. This is in line with the study by Gaber and Wright (2014) in which they found that consumers perceive the advertisement to be relevant to them and match their interests and more likely to catch their attention and produce their engagement towards the products. Hence, figure 4.30 shows that seven experts have discussed on consumer's likeness as it can affects the consumer decision making and directly produce more central favourable thought towards the video advertisement content.

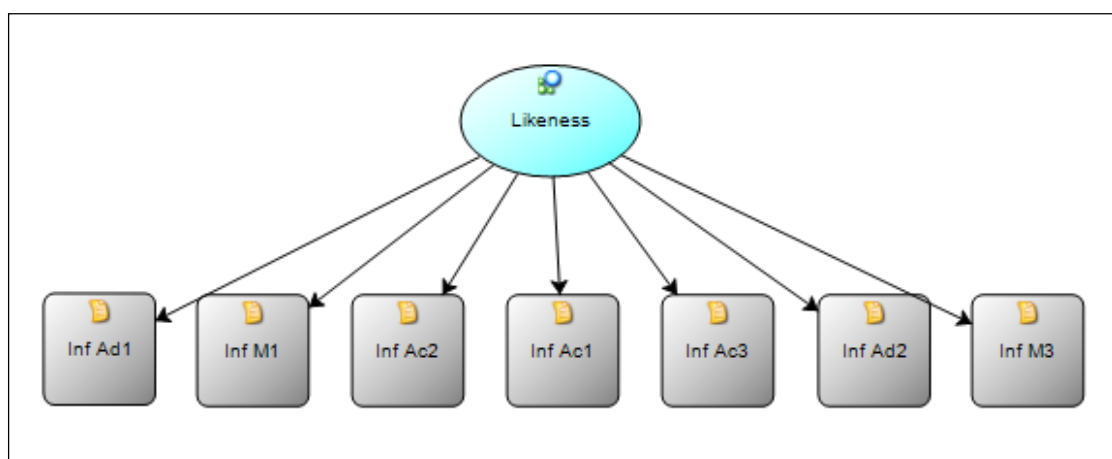


Figure 4.30. Consumer's likeness affects consumer decision making

4.4.1f Trend

Trend takes place in commerce, where consumers in different countries have the opportunity to purchase the same products, and it also includes in the circle of culture, entertainment, recreation and leisure facility (Kowalska, 2012). This progression is named as globalization of consumption and lifestyle (Kowalska, 2012).

Young consumer synonym with the word ‘cool’ as it shows a good indicator of what is desired to, even if the thing itself is not a personal achievement (Zhang, 2005). This shows that consumer have the intrinsic motivation in exploring the information regarding trend that they love (Domenico & Ryan, 2017). This will lead the information processing takes place in decision making related advertised products and services.

For instance, informant Ad3 and informant Ac1 talks about the youngster’s trend nowadays, how they are processing the message regarding the advertised products and services. As informant Ad3 stresses that,

“...especially for youngsters ... [they] look at the trends, viral things, do research, what is in nowadays, ... need to always update because youngsters’ trend always changing.” (Informant Ad3)

It’s must have to suit their era. The youngsters’ era. If relate with youngsters, of course [the advertisers] have to sell products that suit them [which is young consumer] with their todays character. Whether it’s their character or global character, currently... [as an example] style of fashion is hipster. That’s very influencing them. So, the arts person must be alert with today’s culture.” (Informant Ac1)

This study is in line with Kowalska (2012); Zanolli and Naspetti (2002) where they stressed that young consumer will have the personal link with the advertised product

that are related with their character in accord to the trend of global nature. When consumers have all this information regarding today's trend of products or service that suits them, it will affect their decision making towards the advertised products or services.

Besides, the change of youngster's personality also follows the trend. In order to influence young consumer in terms of decision making, advertisers must persuade the youngsters to buy the advertised product through music in which could help them in high involvement of message processing. As stated by Petty et al. (1983) consumer will have high motivation in seeking and evaluating the message upon to prior knowledge and experience that they have. Informant 8Ac explained that,

"...the changes of the personality of youngsters will follow the music or song environment which is they exposed from the video advertisement and also from other media. So, the Huawei ad, it caters the youngsters in terms of the liveliness of the visual, the ways their fashion of attire belongs to the youngsters and also the rhythm of its song, music cater towards youngsters' personality."

(Informant Ac4)

Similarly, informant M3 also states that the trendy products and attractiveness could put the young consumer in decision making mood. She says that,

"The trend...because youngsters mostly like to be updated and always wanted to try new things which is attracting for them. For example, they like to change hand phone... Nowadays we got viral videos, so they [seek information] and will get influenced to own something [that] is luxury and expensive. So, when they watch an ad, the decision-making mood of young consumer can be enhanced by the trend that is shown in the video advertisement." (Informant M3)

On the other side, in terms of the entertainment perspectives, music has undergone a revolution of change in tonal and instrumental elements. As informant Ad3 stresses that,

“The things that... 4 cords are the trend...pop culture la right? so, this thing is essential, must have it, because [music patterns] always change. So, music can influence youngsters in terms of persuade them to buy the advertised product as it is combined with today's trend in the scene.”
(Informant Ad3)

Meanwhile informant Ac3 also support the same point as the informant Ad3. As he explained that,

I think... it's an American type of a street music. And it's an urban and it's like inner city ... so, the type of music should be pop like hip-hop pop music. I think in any developing country the advertising uses the western characteristic and mostly it goes to Singapore even Indonesia also [using this kind of music] they advertised [product like] handphone, so psychologically youngsters think that this advertisement relates with their lifestyle. So once, they feel attracted, it is not impossible for them to buy it.”
(Informant Ac3)

There are seven expert's views showed in figure 4.31 can be concluded that, the trend could help the young consumer to be in the decision-making process using the high involvement message processing in advertisement to purchase the products or services. This is in line with Tucker (2011), found prove that advertising was completely relevant to young people as their trend is in video advertising alongside with music that follow their likeness can enhances their decision making of buying the advertised product or service.

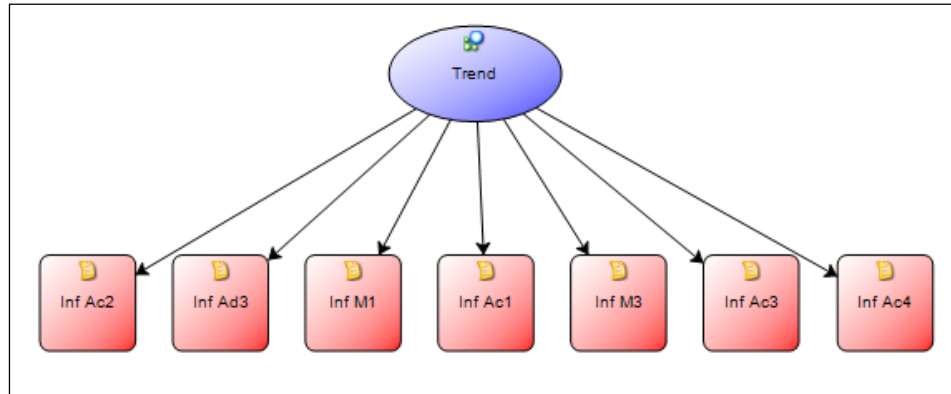


Figure 4.31. Trend affects consumer decision making

4.4.2 Subconscious Mind of Consumer

The subconscious mind can be known as the stage of mind between the conscious mind and unconscious mind (Wongtada, 2017) in which it could leads in buying behaviour. Many research studies called it as the impulse buying behaviour.

Individuals who are in this stage tend to make simple decision regarding products that they needed most and they choose the low risky characteristic products. Subconscious mind leads the consumer to feel that they have viewed all the potentials in commercial of product's preference (Karimi, 2013). This shows that consumers are using the low involvement when processing the content of the advertisement's products or services (Petty & Cacioppo, 1986). Thus, using NVivo data analysis shows that there are three subthemes under the subconscious mind of consumer. There are food products, daily products and peers that could affect the consumer decision making subconsciously.

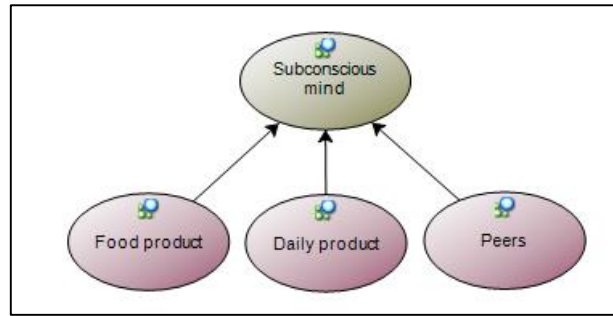


Figure 4.32. Thematic mapping on how subconscious mind affects consumer decision making

4.4.2a Food Product Affects Consumer Decision Making in Advertising

Food product in advertisement can be considered as the low involvement product as subconscious mind controls over the decision making of the young consumer. A consumer watches some food advertisement, finds it appealing, and buys it, even though he or she had not planned its purchase before (Alauddin, Hossain, Ibrahim, & Hoque, 2015).

For instance, informant M2 talks about how the impulsive buying takes place on consumers decision making. As informant M2 stressed that,

“if you see KFC advertisement, you feel the intention to eat and you just go for it, you don’t think much about the information in advertisement. What you want is to satisfy your desire to eat that KFC. Yes, it’s called spontaneous purchasing. I do it all the time.”
(Informant M2)

Similarly, informant Ac2 and informant M3 have the same view as informant M2 as she adds that,

“for people who love the fast food, I’m sure it straightaway affects their decision to buy the products.”
(Informant Ac2)

“It means, they [consumers] will make decision in subconscious mind. They will not think much, they feel no need to explore much and they just depend on the information that is in the video ad. And they feel it’s enough for them.”
(Informant M3)

At the same times, informant of M3 elaborate on the perspectives of music influence that drag the young consumers to use the peripheral routes which is using the less cognitive information processing and more on affective processing as the product is from low involvement that are viewed from video advertisement.

Another thing is, we can see here, is the dates advertisement which is Yusoof Tayoob where the music is very slow and there is a sound saying the brand name, ‘Yusoof Tayoob’ so I’m telling you it’s the music influence people to be in decision making of buying the product, and lets say if the music was not meant for the dates, who do you think will come and will buy the product? Its difficult to influence people only up to decision making level because they cannot remember if the music was not use in video advertisement for a product selling”
(Informant M3)

The informant M3 has the relation with North, Hargreaves, and McKendrick (1999) where they found that music could prime the selection of certain products. In their study, consumers were more likely to buy French wine than German wine when French music was played, whilst German wines were select when the display featured German music. Back to the informant M3, also state the same meaning where music that was played for Yusoof Tayoob dates brand prime the selection of consumer to choose the brand dates when it is played in video advertisement.

The M3 point of view has been supported by Ad 1 as she elaborates that,

“[youngsters like] trendy, cool, [and the product] up to the market. For example, like Korean style of food, they will definitely like to try

plus with some Korean music[and] (smiling) the advertiser uses the talent artist from Korea or they do something similar very Korean [thing in advertisement]. So, it captures la the youngsters [towards the food].
(Informant Ad1)

The above statements show that consumer accidentally makes decisions about buying the things like food product, and therefore it treated as unexpected, and accidental purchase (Sofi & Nika, 2016). From the above findings, it can be seen that music indirectly influence and compatible with the video advertisement or music has its influence in the background in video advertisement that it contributes to effects on decision making among young consumers brain towards the advertised products or services. As stated in the theory of ELM, consumers who is in low involvement only need simple experiences, and inferences in which they don't need much information (Petty et al., 1987) to process the content regarding the advertised food.

Surprisingly, informant Ad2, and Ad3 also states that music could be one of the main reasons that leads consumer to be in subconscious while making decision. Music in branding products and services could influence the consumer decision making and consumer behaviours (Boyle, 2015). As informant Ad2 explained that,

"it will be something that you will be thinking of the brand... in a time of need, you hear that tune. Ok, let's say for example, ar... you are hungry, you hear... parapapappa.. the first thing that you think in your mind that you want to eat would be McDonald's. You know. Even though you originally probably think of nasi kandar, you know but suddenly you hear that tune [in advertisement], you would [buy the food]. We, when we work on... (laughing)...job sometimes, we ourselves also we're like, I'm feeling hungry, you know what, so let's just order whatever while we're working on, you know... (laughing)... we get that... you know... because... that is the music that is ... is just ...the... something that, when a time of need you will grab whatever you think of... you know.. the more desperate you are, the more you will grab whatever there in your mind."

(Informant Ad2)

Similarly, informant Ad3 states that,

“Music that is unique that’s in subway advertisement, “ta bleh lupa,” if like that, then people will be like uiyo! That’s Power this stuff! So straight away they feel the intention to try the menu there, subconsciously they already target to eat there (making decision).”
(Informant Ad3)

When talks about the subconscious mind or impulsive buying, it could affect consumers decision making towards the advertised food. Impulse buying can be defined as spontaneous behaviour with no or little stress is given to scheduling and future consequences (Sofi & Nika, 2016). As informant 3Ad explained in detail that,

“A lot of people will say, not really [in terms of buying subconsciously] because, again this is your subconscious mind. You don’t do it consciously. You don’t share the song, ok lah I want to go buy the product, you know... you don’t think it that way. But actually, subconsciously you do. You don’t realize it you don’t, feel [it] you don’t notice it, ya lah I’m doing it. you don’t realize it because you don’t straight away connect the dots like that. But like I said, if you connect the dots, in a different way, if you are hungry, you probably won’t think of the jingle, you know... but once it comes out, you know probably with the help of jingle, makes them to buy the product. of course, visually, but sound, is something that you subconsciously [aware of].”
(Informant Ad2)

This view of informant Ad2 is also in line with the literature review that states music could affect the consumer decision making subconsciously. Akkucuk, Esmaeili (2016); and Janssens (2012) state that music influence and persuade consumers to buy the advertised product and services as it could make them feel comfortable at the time of making decision. This is because consumers are subconsciously aware of the food product in advertisement as they highlight more on credibility, attractiveness and status of the source in the advertising (Hee Park et al., 2014). Hence, consumer only need just a simple experience as their decision could be affected through the low

involvement products. Figure 4.33 shows that there are six experts discussed on food product in subconscious mind that can affect consumer in decision making process.

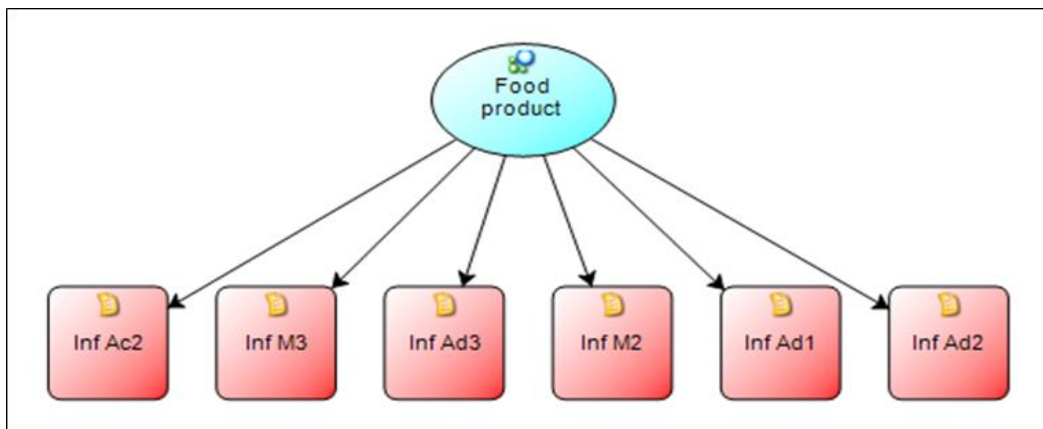


Figure 4.33. Food product affects consumer decision making

4.4.2b Daily Product Affects Consumer Decision Making

Daily product use can be considered as low involvement product that consumer always purchase it in the market. Consumers have the ability in identifying the products based on their prior knowledge and experience that become a practice in buying the advertised products (Suryaningsih et al., 2014). Some decision-making strategies can be used quite effortlessly and without paying much attention, and some require more deliberation like rational decision-making (Willman-iivarinen, 2017) towards the advertised product or services.

Informant Ad2 talks about how the daily product in subconscious mind could affect the consumer decision making. This is in line with Willman-iivarinen (2017) stated that some decisions are automatic that human made in their daily life. This is including the choice that they made in decision making to buy the advertised product. Informant Ad2 explained that,

“...the things that you want to buy is your daily things. You won't think of that product. Ar... need, buy, need buy. So, need... you won't think but your subconscious mind will be doing the calculation la. Whether you want to buy, [like] I'm going to buy it, what's the brand want to buy?... subconscious mind really doing the thinking. You don't think about it. That's why you don't realize what the things that influence you to buy.” (Informant Ad2)

Similarly, informant Ac1 talks about the consumer who are making decision subconsciously, they are more confidence to buy the advertised product. As the expert Ac1 added that,

“That is why they [consumer] skip certain stages in consumer decision making. Because they already confidence, daily product will not making them doing a research on a particular product as they already have the knowledge and they have use it before.” (Informant Ac1)

This shows that, the information search involves of applying information from memory, such as past experiences with product or service (Stankevich, 2017) that builds their trust to buy the products. In this case, at some point, consumer stops at fourth stage to evaluate the suggested set and switches to buying process means that, they make the actual purchase of products shortly (Stankevich, 2017).

Informant M3 agree with informant Ac1 and informant Ad2 as she stressed that,

“It means, they[consumers] will make decision in subconscious mind. They will not think much, they feel no need to explore much and they just depend on the information that is in the visual advertisement...and they feel it's enough for them.” (Informant M3)

Meanwhile informant Ad1 has slightly different view where she talks about the music can deliver information as it can affect the consumer decision making regarding daily product advertisement in low involvement way. She emphasized that

“...if [the song lyrics] already tell [the consumer] like [shampoo ad] it can make your hair soft, if that jingle is catchy and lyrics is easy to be sang by youngsters...indirectly will attract them to buy the product.”
(Informant Ad1)

As stated by Jain and Bagdare (2011) music might carry required response of consumer towards the products. Experts 2Ad view point shows that music can enhance consumers decision making on buying a particular product as it indirectly influences their mind towards the advertised product. Similarly, informant Ac3 agree with informant Ad1 as he adds that,

“[sometimes consumer] they don't want to recognize the product but, [they] want to try”
(Informant Ac3)

When it comes to decision making of purchasing product, young consumer is always get affected by what the advertiser portray in advertisement that could has a link with their lives. This shows that consumer decision making for purchasing the advertised product is treated as unexpected, and accidental purchase (Sofi & Nika, 2016) especially products that involves with low risk as they could make short decision of products choice. Thus, figure 4.34 shows that there are six experts are talking about daily product as it controlled by young consumers' subconscious mind.

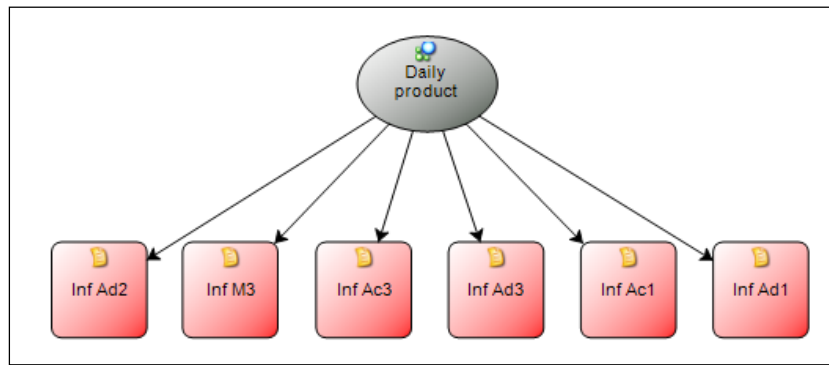


Figure 4.34. Daily product affects consumer decision making

4.4.2c Peers Affects Consumer Decision Making

Peers can be known as the referent group to consumer in making decision to buy the advertised products or services. They are more towards normative influence when it comes to decision making. Normative influence can be known as the habits of particular products avoid young adults from being rejected by their peers (Makgosa & Mohube, 2007). Hence to make sure that they are still accepted by their peers, they will follow whatever their peers have or wears regarding the products. In this case, consumers are in low involvement because, they only need simple experiences, and inferences in which they don't need much information (Petty et al., 1987) to process the video advertisement.

For instance, informant Ad1 and informant Ac3 have the same point of view, in which they stressed that young consumer decision making will be affected by their peers.

“This is because they follow their peers without any reason. They just want to be accepted by their peers. Peers like trendy things because trendy, maybe the fashion also very Korean style, [hair] colour like in movie drama, all these are the elements ... the client would use to attract what the youngsters like now today. Or add some Korean language a little bit. Or takes the talents face looks like a little bit Korean like todays Oppo phone use Korean artist, right? So, it will become ooh weird thing to youngsters also. It can be really noticeable to influence end user to buy [the advertised

product].” “...so, when youngsters see from their peers have a certain product or wear it, they [like] [the product] from their friends and so they want to buy it as well.” (Informant Ad1)

“Youngsters are very heavily following their peers. So, my friends buy this, I must buy this too. Most youngsters become the follower.” (Informant Ac3)

This indicates that they are not processing much information regarding the products that their peers have it. They just find it appealing and buy it (Alauddin et al., 2015) in order to be the same with their peers (Makgosa & Mohube, 2007).

Similarly, sometimes youngsters have the peer pressure of following their peers in terms of owning a particular product. For instance, informant Ac3 and informant Ac4 stressed that consumer decision making could be affected in terms of peer pressure that they get from their peer groups.

“...because [sometimes consumer] is more [on] peer pressure. My friends have this kind of phone, so I will save money, to buy [it] also.” (Informant Ac3)

The expert view shows that young consumer get influenced by the product that related to them in which puts them in peer pressure context. This is in line with Makgosa and Mohube (2007), that young consumer don't want to be rejected by their peers. Young consumer is seen as willing to do whatever as long as they could be in their peer groups. Informant Ac4 states that,

“Sometimes, youngsters have the peer pressure that they must follow their peers in order to be part of the crowd. They have to save money to buy a particular product just because of wanted to be accepted by their peers.” (Informant Ac4)

Hence, regarding the peer pressure, Grant and Stephen (2005) state that individual are willing to pay expensive price for a branded product which is respected by their peers. This shows that consumer decision making could be affected by their peers towards the advertised products or services that is related with their peers' group. Figure 4.35 shows that peers are the reason that decision making affected through music in video advertisement that have discussed by three experts in this study.

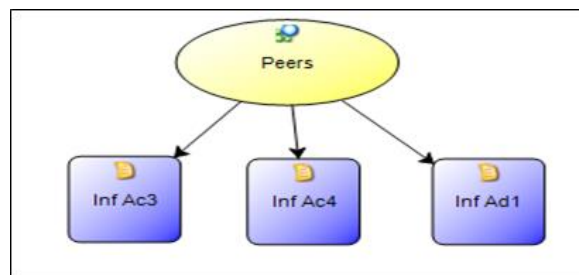


Figure 4.35. Peers affects consumer decision making

4.5 Chapter Summary

The interview sessions with the 10 informants, comes from different back ground which is advertisers, musicians and academicians. It can be concluded that there are 3 main themes found in combination of this study through thematic analysis. Those themes are, musical power, musical familiarity, and information processing that can affect consumer decision making followed by the sub-themes that acts as supporting elements that lifts and elaborate the direction of this study. The informants disclosed that music for video advertisement is indeed important in order to the success of product selling to the consumers mind. It can make the young consumer gets the feeling of buying the advertised product or service through decision making process.

CHAPTER FIVE

STUDY TWO: CONSUMERS INTERVIEW DATA ANALYSIS

5.0 Introduction

This study presents the analysis based on data collected from the series of in-depth interviews conducted with ten consumers from variety of background. The analysis present answers to the research question number 1, 2 and 3 all which were explored through in-depth interview. The interview was carrying out between September till November 2017. The main aim of this study is to assess and determine the differences of musical characteristics that influence consumer decision making to buy advertised products and services. During the interview session, it helps the researcher to understand in richly detailed manner on how does the young consumer experience music in video advertisement such as television, YouTube and other social media in terms of affecting their decision making in buying the advertised products or services. One of the significant contributions of this study may possibly be that it is the first study in Malaysia that directly seek to explore about music and decision making of youngsters towards advertise product and services in video form. It is also to help the advertiser to creates the quality and attractive video advertisement that can capture consumers mind and sell the product or service effectively. At the same time, this study can help them to have knowledge about psychologically and sociologically of the young consumer preference towards music, products or services and the story in video advertisements. Therefore, findings that are based on young consumers perspectives are presented here.

5.1 Informants Background

Consumers awareness is based on categorisation of products or service that is influenced by specific demographic characteristics, precisely gender, age and education level that are major in terms of consumer socialisation (Erasmus, Donoghue, & Dobbstein, 2014). In line with this scope of study, Granot, Brashear, and Cesar Motta (2012) stated that in-depth interview will centrals to a more functional awareness of the social power and organizational context of people's experience. In this context, this research uses to interview the consumer because it could provide another different point of view perspective after the expert's interview. It also provides a deeper understanding of the issues, structures, processes, and policies that drench participants' stories (Granot et al., 2012).

Table 5.1

Study Two: Consumer Background Information

Informants/ Consumer	Place	Ethnicity	Age	Gender	Position & Education	Interest
Consumer 1 (C1)	Ipoh	Malay	27	Female	MSc. Work as Executive	Listening to music and watching advertisement
Consumer 2 (C2)	Kuala Lumpur	Malay	29	Male	MSc. Now as PhD Student	Alert about advertisement
Consumer 3 (C3)	Langkawi	Malay	32	Male	Degree holder. Work as Marketing Officer	Alert about advertisement
Consumer 4 (C4)	Penang	Chinese	23	Female	Undergraduate Student	Study in the field of advertising
Consumer 5 (C5)	Selangor	Chinese	23	Male	Undergraduate Student	Study in the field of advertising

Consumer (C6)	Kelantan	Malay	23	Female	Undergraduate Student	Study about advertisement
Consumer 7 (C7)	Kedah	Malay	26	Female	Degree holder. Work as teacher	Love music and watching advertisement
Consumer 8 (C8)	Kuala Lumpur	Malay	27	Male	Degree holder. Work as Art Director	Love music and advertisement
Consumer 9 (C9)	Kedah	Indian	34	Female	Degree holder. Work as Draughts woman	Love music and advertisement
Consumer 10 (C10)	Kuala Lumpur	Malay	28	Female	Degree holder. Work as teacher	Love music and advertisement

5.3 Interview Analysis

In this study, informants were questioned about how they view music in the advertising television and their perspective side as young audience in terms of making decision regarding the advertised products and services. Themes for each variable studied were identified through close reading of the interview transcribed using analytic coding technique. This technique is suitable for this study as its purpose is to explore experiences, meanings and the reality of participants (Braun & Clarke, 2006) of the musical influence on young consumer decision making perspective towards the advertised products and services. During the review of transcript, themes that arose from the text were coded and categorised using Nvivo, qualitative analysis software.

Data analysis using Nvivo software found that there are three main aspects of musical advertising in video advertisement effects on consumer decision making were identified in the literature review emerged as the main themes in this study. There are musical power, musical familiarity, and information processing in which could affects

the consumer decision making in video advertisement towards advertised products and services.

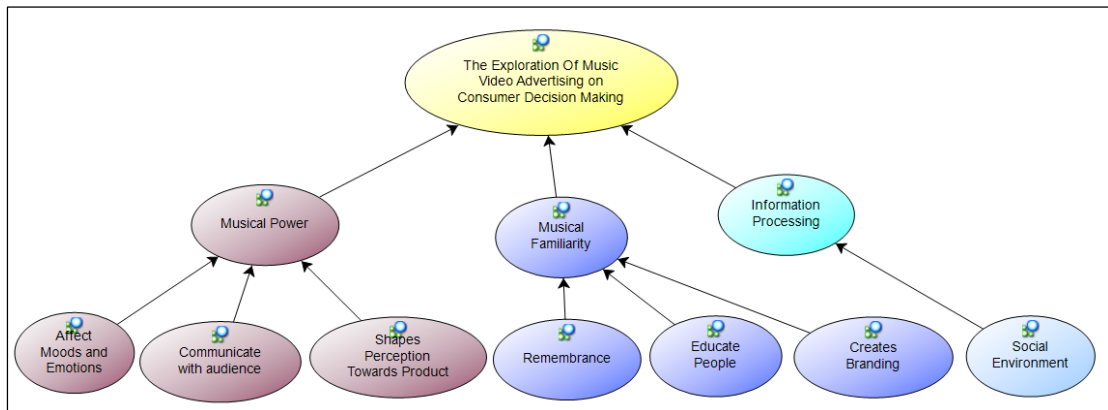


Figure 5.1. Main themes and sub-themes of the music video advertising on consumer decision making

5.4 Theme One: Musical Power Affects Consumer Decision Making

Music has power where it can enter every person's heart and mind. Youngsters are synonym with the music likeness as it allows them to content their emotional needs (Leipold & Loepthien, 2015; Miranda & Claes, 2009; North et al., 2000). When it comes to video advertisement, young consumer will attracted to its music and its visual as it is found that music could influence consumer in making purchase decision (Chad, 1996; Zeeshan & Obaid, 2013). However, the analysis of the young consumer's interviews found that there are three points that leads to consumer decision making for purchasing products and services via video advertisements. There is music as the affection of mood and emotion, music shapes the perception towards the product and music as communication towards audience mind.

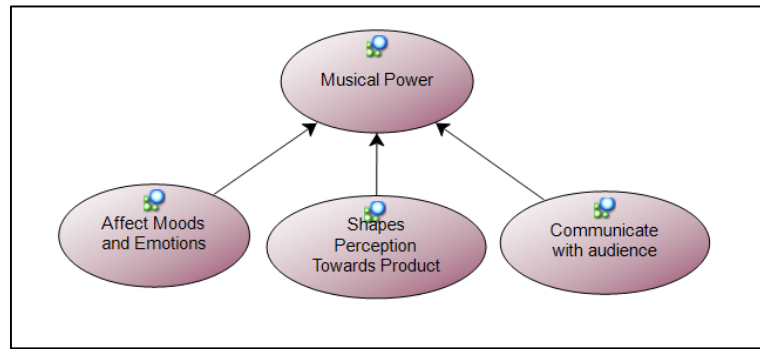


Figure 5.2. The thematic mapping on how musical power affects consumer decision making

5.4.1 Music as The Affection of Mood and Emotion

Music could affect the consumers mood and emotions to buy the advertised products or services. Emotions represent responses in reaction to stimuli. Emotions are easily aroused by environmental stimuli and are of short-lived duration (Pathak, et al., 2011). Meanwhile, mood typically last longer than emotions (Ekkekakis, 2012) without the need of stimuli to appear. For instance, consumer (C4), (C6) and (C10) explain about how the music could attract them to concentrate in the advertisement. Consumer (C4) states that,

“Sometimes catchy phrase, plus the audio that is suitable and creative, it automatically can lure audience [to focus on the video advertisement content]” (C4)

Furthermore, consumer (C6) says,

“Music that is able to stimulate people’s emotion towards the brand in advertising as it can put consumers to think because of its melody, its lyrics so [that] it attracts people to more focus on what is in the ad, so that’s when the music becomes powerful.” (C6)

“Its music attracts me first...The music which is fast beat, because it can attract us to see what the advertisement is all about and [it] can lift our mood up. It’s like the instrument to attract consumer to watch and to listen to the advertisement... even we are eating but when we hear the advertisement, we straightly see what the advertisement is all about.” (C10)

From these consumer point of views, this research supports the statement of Chin and Rickard (2013), that music has the power to achieve or alter a person's cognitive and emotional state of mind. As the consequences, it could affect the decision making of young consumer towards the advertised product or service in video advertisement

Similarly, consumer (C8) gives a picture on how the emotion is being affected by music as it could affect him in decision making. As consumer (C8) explained that

“Actually, the [advertisement content shows] product [that] just [seems as]an ordinary product, but when it came with the music, it makes the consumer to feel interested that they wanted to buy the product...for me, when I watch Cadbury ad, I feel happy the way the music was played at the background makes me want that chocolate,... and I make up my mind to buy it when I get to class next week. so, the [advertiser] just want to attract consumer to buy their product.” (C8)

This shows the picture of the emotion is being affected by music in video advertisement. Thus, emotion can be affected by advertising or brand category in which it influences consumers' decision-making processes through cognitive evaluations of the object or the event (Achar, So, Agrawal, & Duhachek, 2016).

Furthermore, consumer (C9) and (C5) talked about the importance of music as its power can trigger the decision making in consumers mind. As consumer (C9) says,

“it's important, because sometimes people are not attracted to the ad but actually they attracted to the music in ad. From my experiences... Sometimes I don't know what the ad is all about, but I like to watch it. Just now like Huawei advertisement, even though I know that ad, but I like to see the happening people in ad and its attracting it makes me think to have the new one[smartphone]. The music is very good.” (C9)

“It [music] could attract youngsters towards the product. For me, music plays important role that makes youngsters buy the product. And music must follow the trend of today’s rhythm and the target audience. [it can] stimulate their enthusiasm towards the product.”
(C5)

Hence, music has the power that it could give impact on both cognitive and the affective process (Jaimovich et al., 2012; Jones, 2010) states of mind when consumers viewing the advertisement. Consumer decision making could be affected by music in which it attracts the consumers attention towards the advertised product or service in video advertisement and it depends on a person’s needs and wants in terms of purchasing the advertised product.

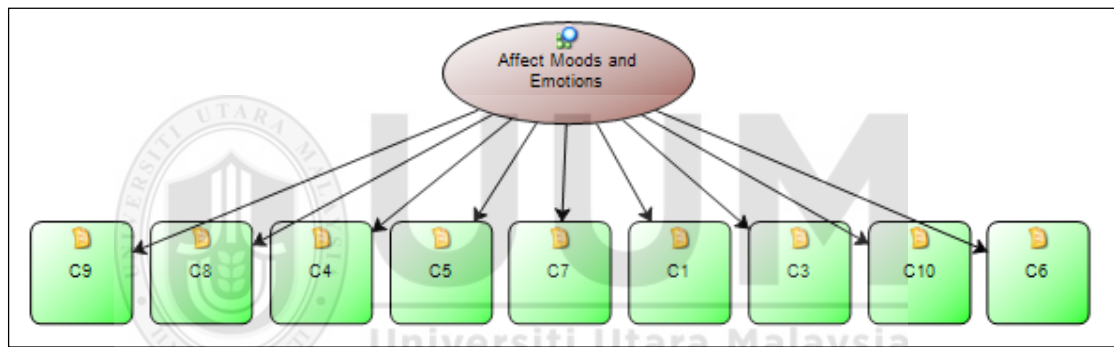


Figure 5.3. Music as the affection of mood and emotion towards consumer decision making

5.4.2 Music shapes the perception towards video advertisement

Perception can be defined as the interface between the outer and inner worlds (Bodenhausen & Hugenberg, 2009). Perception from outer environment create signals such as (visual, auditory, etc.) can be sensed, and the receiver receives these signals and converts them into psychologically meaningful representations that define our inner experience of the world (Bodenhausen & Hugenberg, 2009). Music could shapes the perception to the consumers’ mind as how such categorisation of products

or service is influenced by their demographic characteristics (Erasmus et al., 2014; Justus & Bharucha, 2002). Brands and advertising contents thoroughly depict and evoke emotions that stimulate desired consumer responses (Achar et al., 2016) to have a positive perception regarding the advertised product or services.

Consumer (C8), and (C10) state that music can bring the perception towards the consumer about products as it attracts them to focus on the advertisement. They said that the perception of consumers would trigger them in terms of decision making of buying the advertised products or service. As consumer (C8) says that,

“And for product, it will have one advertisement that is specific for example paddle pop advertisement, ‘mat cool kawanku’... this is to show the perception towards the product and also the company. To show the product that this is very tasty. Another example is perfume advertisement echanteur Paris, when we watch the advertisement, it means that it gives a perception to us, like... it is exclusive, luxury because the music, it refers to that product. This is what we can get from the advertisement about the perfume. So, it affects our decision making... music gives a perception or music can figure out to consumer about a product.” (C8)

“...music can give perception to the consumer about the product. For example, advertisement about a perfume, music that they use is soft. So, we can know from there, the use of soft music shows us the softness of the perfume smell. Yes, it does gives effects [to the decision making]. Because if we like music, we will get influenced with that product. For example, if we like the music, and indirectly if it related with the product, we will try to find the information about the product that we fall in love to get it.” (C10)

Similarly, consumer (C2) and (C4) has the same point of view as (C8) and (C10). They give the example on how the music can shapes perception to them when they are viewing the advertisement. Consumer (C2) says,

“Music [in video advertisement] creates the perception to youngsters about the product. For example, there is one

advertisement about shampoo 'clear' brand featuring Nichole Scherzinger the music gives the perception to me... I'm like...wow! Its powerful, the shampoo must be very good, so it can put the consumer [to think] as [they feel] attracted to try the product." (C2)

"Advertisers always produce the advertisement like perfume for girls that are used for dating, or for looking confident, or sexy and all that, [and] it is used especially for girls [the perfume advertisement], [they use it] to [attract] the guy. That's why the music is very smooth and romance. If I look at this advertisement, I was thinking like I need to buy it for my first date." (C4)

Hence, from this finding showed that music has the powerful effect as it could affect the consumer decision making. Music can shape perception towards consumer mind regarding the advertised product or services. As stated by Hallam (2010), music induce human brain that might yield useful changes in how brain processes information as it attracts attention, and stimulate emotions of the consumer towards the advertisement (Zander, 2006). Figure 5.4 showed that there are eight consumers are talking about music shapes perception to consumers mind as it would affect their decision making of having the advertised product.

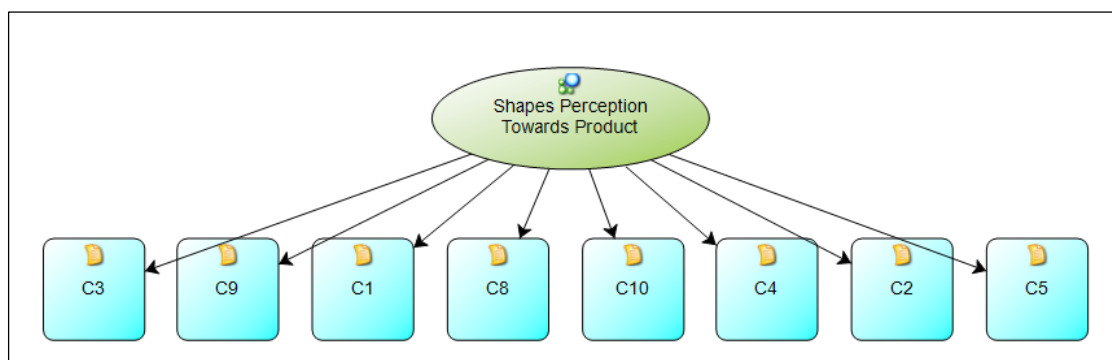


Figure 5.4. Music shapes the perception of young consumers mind

5.4.3 Music as Communication Towards Audience

Music has the power where it can communicate with consumer hearts and minds to produce emotions in advertisements (Apaolaza-Ibáñez et al., 2010). Music could tell them the feel to own the product or service in advertisement especially for young consumers. Indirectly, it could affect the consumer decision making to buy the advertised products or services.

For instance, consumer (C8) and (C3) state that music could communicate with them to understand the product information in advertisement. As consumer (C8) states that,

“...music gives a message about certain product, like this product is so effective, this product is expansive, so it refers to an individual or the consumer itself.” (C8)

The [music] makes me more understand about the storyline in the visual [form of the] advertisement. I can understand what the message are they trying to deliver to the audience. For example, the Nescafe advertisement, it shows the early morning situation before going to work, when drink the Nescafe will cheer up our mood make our day perfect... so I think, this is the message they are trying to deliver to the audience.” (C3)

Furthermore, consumer (C8) adds to emphasised that music in advertisement communicate to her about the advantage of a product to consumers as she thinks in some level consumers are influenced by that video advertisement.

“...the video and music play the important role to deliver the message, to communicate and it attracts consumer to buy the product, for example milo advertisement shows that it gives energy when we drink it and doing some sports activities. So, for me it communicates to me that milo gives energy in doing hard work as we engage with sport activities. So, it's kind of influencing for consumer to buy the product.” (C8)

Similarly, consumer (C1), and (C2) states that music could make them more understand about the advantage of having the advertised product. As (C1) says that,

“Music in advertising actually... it tells the audience about the product in the market nowadays. With music in the advertisement, will makes the audience more understands about the advantages of a certain product. Like, Garnier day cream for facial shows to audience the advantage of using the cream as your face will be not be burned under the sunlight.” (C1)

Meanwhile, a slightly additional point of view made by (C2) that, music communicates with audience through its lyrics of the song as it can make the consumers more understand. Consumer (C2) states that,

“Through music and lyrics of the song will [story] to consumer about the advantage of the product. It will make the consumer more understand.” (C2)

When consumers started to understand the advertisement product, they will require effort to process the information and also to evaluate the information in the advertisement (Petty et al., 1983). This study found that music has the power to communicate with audience as it could affect the consumer decision making towards advertised products or services. Hence, the combination of music and words has better implication in audio video media advertising (Martín-Santana et al., 2015). Figure 5.5 showed that music can communicate with consumers as discussed by five young consumers in this study.

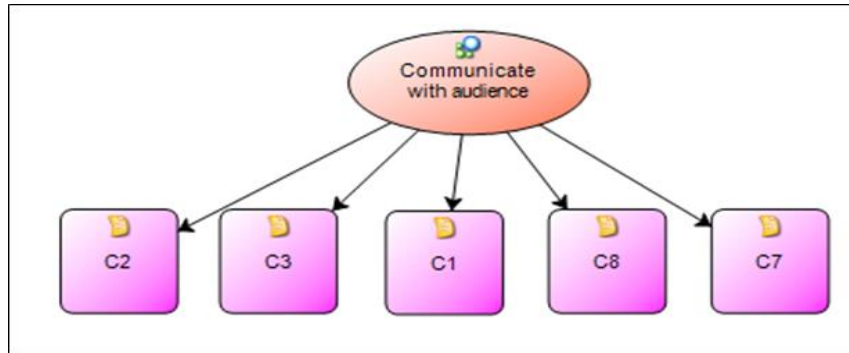


Figure 5.5. Music as communication affects the consumer decision making

5.5 Theme Two: Musical Familiarity Affects Consumer Decision Making

Advertisers should use music that youngsters could relate to, means that, the music that they familiar with in advertisement. Musical familiarity involves expectations and predictions over time based on knowledge of the piece, (van den Bosch, Salimpoor, & Zatorre, 2013) that consumers have regarding the advertised product or services. It could be such memory factors that plays a major role (Bosch et al., 2013) to persuade young consumers to buy the advertised products or services (Morris & Boone, 1998; Shevy & Hung, 2013; Zander, 2006). For example, advertisers can use the advertisement content to make their product and brand easy to remember for the audience with hopes that it could affect their decision making on buying the products (Blecha, 2015). However, the analysis of the young consumer's interviews found that there are three points under the musical familiarity that leads to consumer decision making for purchasing products and services via video advertisements. There is music as remembrance, music creates branding, music educates consumers.

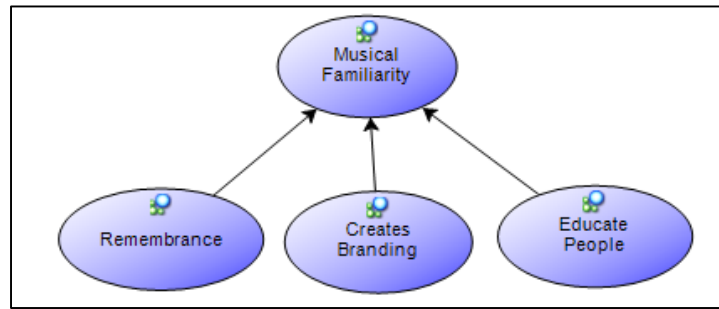


Figure 5.6. Thematic mapping musical familiarity affects consumer decision making

5.5.1 Music as Remembrance in Advertising

Musical familiarity in advertisement can increase the consumer's memory about the advertised product or services. When young consumer familiar with music, it can strengthen the brand recall in advertisement to the consumers mind (Strähle & Keibel, 2018). Although music can make people remember the product or service in advertisement, consumer (C9) states that it can affects the consumer decision making.

"Yes, exactly, [affect decision making], it's like the handphone advertisement, people always remember Huawei. For example, do you remember Dato Vida song? People hate her song, but I like to sing along. And then all people know that's the Dato' Vida song, once people know her song, people remember her product, pamoga. I think she just do the song like that, she knows what she is doing, if you realise in her song there is nothing mention about her product but still people can remember the pamoga brand of her product in which it affects people feeling to buy the product." (C9)

Meanwhile, consumer (C4) adds that not just only young consumer can remember the song or music, but surprisingly they could remember the whole content of the advertisement because of its musical familiarity towards them. This shows that young consumer only need the simple association when processing the information in the advertisement (Petty et al., 1987). She says,

“It’s a mastery of memorization. Sometimes we listen to the song; we already recognize what [product in] the advertisement [and what is] this song? It makes us automatically memorize some scenes that is useful in the ad, maybe [from] its quote or anything that can be remembered about the product, it affects our decision when we decide to buy the product. It’s like shampoo, we go to its area in the mall, we will see labels or other brands and we will automatically think of that advertisement. It’s like repeat and replay back on our mind.” (C4)

Similarly, consumer (C7) also states the same as (C4). She states that music makes her remember the product and the whole content of a video advertisement until she feels like want to buy the product as she founds it interesting. She says that,

“I think we are very easy at remembering the music with the visual or graphic of the advertisement. For example, it just like KFC advertisement, there is a child playing the piano. When I hear the music, it makes me recall the KFC advertisement. And so, does the green sunsilk in which it uses the song of innuendo...the music could make me recall the [shampoo in] advertisement as well and I feel, I want to try the shampoo.” (C7)

Similarly, consumer (C2), and (C1) state that the musical familiarity attracts them to buy the advertised product through the presentation of the video and lyrics about the product. This shows that young consumer familiar with music at the same time the music turns them to have decision making to buy the advertised product. Consumer (C2) says that,

“[song that] makes them [young consumer] easy to remember. Maybe some of them already remember the lyrics of the advertisement’s song with full rhythm, and maybe because of the artist sing the advertisement song so young consumer decision [may affected] to buy [the advertised product].” (C2)

“The music, and with video that shows the product. It’s like the iPhone song. After I listen to this song I always remember the

product. It's like ... it become the trademark for the product. So, for me, indirectly, I could say music influence me in this way." (C1)

Hence, musical familiarity as remembrance could affects consumer decision making to buy the advertised product or services. Through a small part of remembering, it shows that young consumers have the basic knowledge regarding the product or brand. As stated by Petty et al. (1987), consumer will require a simple association, experiences, and inferences to catalyse the attitude change towards the product they decided to buy. Seven young consumers discussed that music can make the remembrance of product because the video advertisement able to put them in decision making process to try the product.

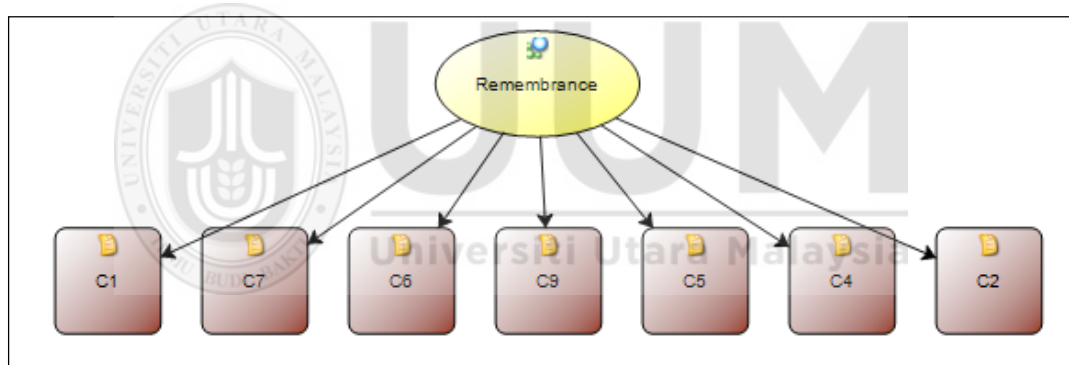


Figure 5.7. Music as remembrance affects consumer decision making

5.5.2 Music Creates Branding Affects Consumer Decision Making

Music could create branding for the advertised product or service. A lot of marketers are using this way when promoting their product or service in advertising by repeating the video advertisement. When audience started to recognize and get familiar with advertisement, indirectly it creates product branding as it could affect their decision making. Consumer decision making contains understanding the social meanings that

consumers attribute to brands, products, and services (Wood & Hayes, 2012) through the exposure to advertisement.

For instance, music creates branding of product in terms of giving the identity for the related product in advertisement. Consumer (C10) states that music creates branding through giving the product identity as it could affect the young consumer decision making. She says that,

“Yes, music gives the identity of the advertisement as it makes the brand identifiable. For example, like Calpis if we listen to its music, we know what the advertisement is all about...and it affects me to try the drink at that time, [and] when I always heard about it, I started to decide that I will buy it to try the taste.” (C10)

Similarly, consumer (C6) has the same point of view as consumer (C10) and he explains how the branding becomes strong until it affects people in decision making of buying the advertised product. He says that human mind can easily absorb the information presented into song as it makes the brand sticks and become strong in consumers mind.

“Psychologically, we will absorb very quickly when some information is presented into song. For example, I can give like Dato Vida ad, even it is not really good in terms of product information, but see, how many people become her follower, till it become the trend. The video goes viral. They most attracted to the brand via advertisement, so the more promotion that has been launching in the advertisement; the more it will make the consumers aim to buy the product.” (C6)

Meanwhile, consumer (C7) and (C8) talks about music can create branding to be strong as people can believe them in decision making of buying it. As consumer (C7) says that

“If the [music] for brand is strong in terms of [product] branding in the market place, so people would just believe the product [in terms of buying it].” (C7)

“...it [music] will make the consumer believe with the product because it attracts their intention [and] it creates the product branding... If the branding becomes strong, this will cause the demand becomes higher towards this product.” (C8)

Hence, this study found that music creates branding as it affects the consumer decision making to buy the advertised products or services. Linking music to product is an obligation (Brodsky, 2011) as it create branding in which it uses low involvement, where consumer will emphasis more on credibility, attractiveness and reputation of the source in the advertising (Hee Park et al., 2014). Figure 5.8 shows that seven young consumers discussed on their perspectives of how the familiarity of music makes the branding becomes strong through video advertisement.

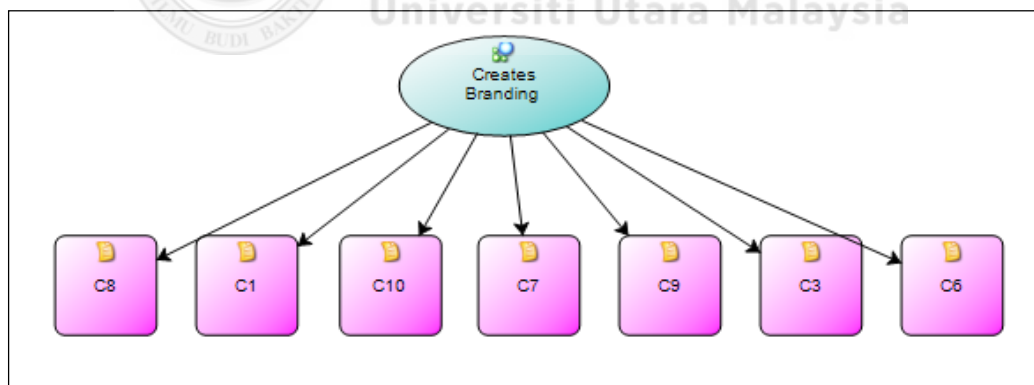


Figure 5.8. Music creates branding affects consumer decision making

5.5.3 Music Educates Consumer Affect Consumer Decision Making

Education is the process where the experience leads to a change in knowledge, attitude or behaviour (Adhikary, 2014). It begins from a consumer’s growth of favourable or unfavourable attitudes towards a firm and its products (Adhikary,

2014). Advertising in this perspective of study plays an important part in the learning process among the consumers (Adhikary, 2014) in order to affect their decision making.

Advertiser can educate the consumers about the advertised product or services through its musical sound in which can affect the audience emotion. Traditional hierarchy-of-effects models of advertising state that advertising experience leads to understandings, such as memory about the advertisement, the brand; which in turn leads to attitudes formation towards the product (Zain-Ul-Abideen & Saleem, 2011). Thus, music can make the advertisement becomes familiar to target audience as this can make the consumer learnt and recall (Alexomanolaki et al., 2006) about the product advantages or quality at the same time.

For instance, consumer (C9) and (C2) stressed that advertisement can educate the audience by telling them about the product advantages that has the benefit for its target audience. It could affect their decision-making accordance to their needs and wants. For example, consumer (C9) states that,

“... for example, advertisement about lotion body, it tells us uv rays is dangerous for skin, so what we can do is we need to use lotion that has the spf++. So, from there I realised that it is not good if we truly exposed our self at the hot uv rays. That’s why we need to wear that kind of lotion.” (C9)

Similarly, consumer (C2) states from the drinking perspective of advertisement that educates consumer. According to consumer (C2), music in video advertisement can affects consumer decision making while promoting or selling the drinking product in advertisement as it reveals about the information on health. As he states that,

They will know about the advantage of the product and it can influence the youngsters to [buy] certain product as they found it's good for health and it is delicious enough to drink. For example, the yakult advertisement, vitagen shows that good bacteria are needed for stomach health. So, advertisement using this strategy to educate people about the advertised product. So, when youngsters see and listen from TV or video advertisement in social media, they are very easy to get influenced with." (C2)

These points of view showed that education in advertisement can affect the young consumer decision making. As stated by Plassmann, Ambler, Braeutigam, and Kenning (2007), human brain is capable of processing information in a rational style to produce logical answers. Consumers are not trying to make decisions merely on the basis of manipulative and maximising their conveniences but also on the origin of emotions and what feels 'right' (Plassmann et al., 2007). In this case, music plays its role for human emotion in order to affect their decision-making process.

Meanwhile, consumer (C3) claimed that the awareness of advertising can teach the target audience about the usage of certain product in video advertisement. As consumer (C3) states that,

".... For example, if you see Dettol soap ad, is always playing on tv... but it gives the awareness and educate people that the bacteria are very dangerous. We can easily understand. It is nice because it manages to help and to teach people. So, people will lead to do the things that the advertisement shows." (C3)

Similarly, consumer (C7) adds more on the education of advertisement as she states that, the video advertisement needs to put the detail about the advertised products in order to make people digest the information easily. As she states that,

"I think, the advertisement should put in details la like Febreze advertisement, you can see... it shows the way to use it like Febreze

advertisement, [and] people [will] know the way to use it at pillows, mattress and all that, so we know that it can be used in many ways and anywhere.” (C7)

Hence, from figure 5.9, the young consumer perspectives show that video advertisement can educate people regarding the advantage of the advertised product towards their benefit of use or consume. This can be seen that music in video advertisement will makes people feeling familiar at the same times giving them awareness in terms of educate the target audience about certain product as it can affect their decision making towards the advertised product.

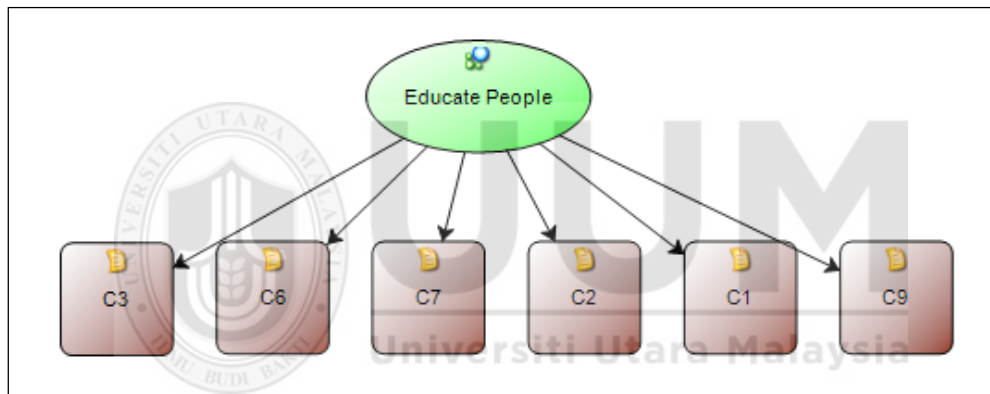


Figure 5.9. Music educate consumer affects consumer decision making

5.6 Theme Three: Information Processing Affects Consumer Decision Making

Information processing can affect the consumer decision making towards the advertisement content according to their wants and needs. Advertisers can strategy the advertisements with exclusive features that can help to capture consumers' visual attention and improve their psychological states such as attitudes and emotions (Shaouf, 2018). One of the most popular elements is using music as it can attract the consumer's attention at first second in video advertisement. Furthermore, factor like

previous knowledge of the product or service is more important for the consumer (Adhikary, 2014) before they expose to the advertisement to process the content based on their current position.

According to Plassmann et al. (2007) advertising is a part of continuous process where preferences are shaped, changed or strengthened by experience as well as communications in video advertisement. Hence, based on Nvivo data analysis shows that under the information processing theme there are one subtheme that can affect consumer decision making which is social environment.

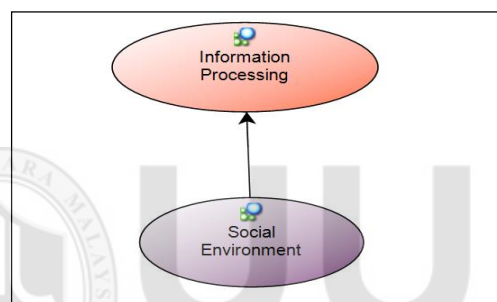


Figure 5.10. Thematic mapping information processing affects consumer decision making

5.6.1 Social Environment

Social environment can be defined as the instant physical environments, social relationships, and cultural environments within which defined groups of people function and interact (Barnett & Casper, 2001). One components of social environment that become the focus of this study is human social, means that the social influence of consumer. Many researches have been done in social influences that use one of the most important theories in consumer behaviour which is the Theory of Reasoned Action (TORA) (Maram & Kongsompong, 2000). This theory explains the individuals' behavioural intentions in terms of buying the products or service.

In this study, social influence in terms of information processing is more on focusing people on a relevant set of information involving reality, people relationship, and the personality (Wood & Hayes, 2012) that can affect young consumers' decision making towards the advertised product or services. It is believed that young consumers' buying decisions are influenced by effective advertising and are more likely to follow the reference groups (Xihao & Jiaqin, 2008). Consumers choose products and trend partially to connect the correct impressions to others and to be socially accepted by respected in groups (Wood & Hayes, 2012).

This kind of information processing will affect the consumer decision making in the process of buying the advertised product or services. When viewing the advertisement, the consumer starts to process the advertisement content in regard to understanding reality, relationships with others or a desired identity (Wood & Hayes, 2012). Hence NVivo data analysis shows that there are two subthemes that leads to social environment in information processing in which it can affect the consumer decision making towards the advertised product or service. There are effortful processing and effortless processing.

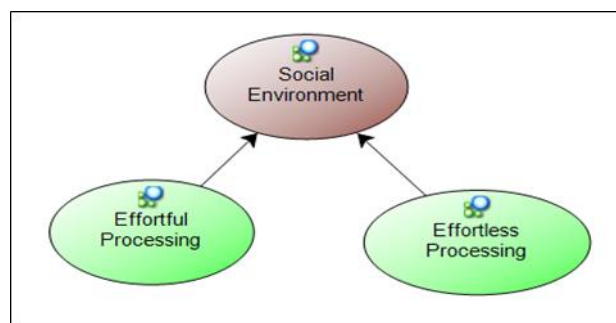


Figure 5.11. Thematic mapping social environment affect consumer decision making

5.6.2 Effortful Information Processing

Effortful processing is more elaborative and occurs as involvement or as the need for cognition increases (Kardes, Cronley, Kellaris, & Posavac, 2004). Music in advertising can move the audience to process the information related product based on their wants and needs. Consumer will make the investigation of a product information that they intended to buy. Effortful Information processing of consumer experience leads to a change in knowledge, attitude and behaviour (Adhikary, 2014). Nvivo data analysis of figure 5. 12 shows that there are two subthemes under the effortful processing which is peers and trend that can leads the consumer in effortful processing in terms of buying the favourable advertised product or services in video advertising.

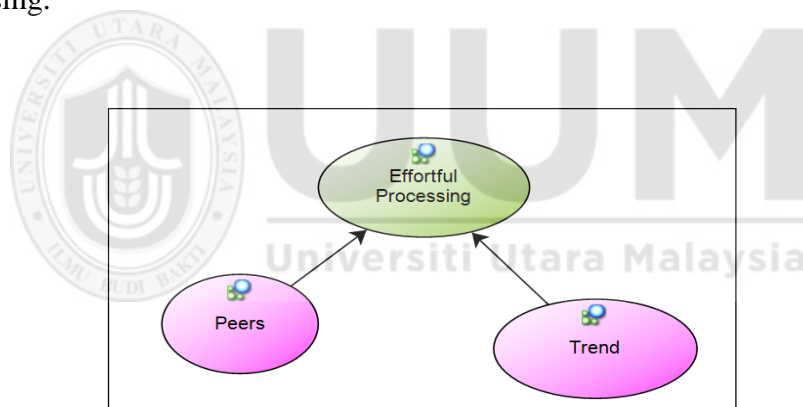


Figure 5.12. Effortful processing affects consumer decision making

5.6.2a Peers Affects Consumer Decision Making

Consumers decision making can be affected by their group of peers and process the information towards the video advertisement content. The potential for peer pressure encourages to central the consumer likeness or purchase the product, which can prompt rewards such as more close relationships from peers, whereas a lack of purchase can lead to prohibiting from the group (Armağan & Çetin, 2013). It is primarily linked to material values, it is yet noticeable value of the product (Armağan & Çetin, 2013) towards their peers.

For instance, consumer (C9) states that, youngsters are highly follow their peer groups in making decision to buy the advertised product. As she states that

“If young people almost 80 percent, they follow their peers. Normally young consumer at the level of studying and they have a lot of times with friends in school or in University. They like to have a group of peers that they all wear same branded product. So before buying, they will think what kind of product that suits their peer group.” (C9)

Similarly, consumer (C2) added that youngsters like to be the first consumer to have certain product as they can show off to their peers. He states that,

“they think if they could be the first person who owns the product because they want to show off to their peers. Especially things like luxury and entertainment product. For example, like new phone they just bought or new watch, just like that, that’s what I have experienced.” (C2)

From the consumer (C2) point of view shows that youngsters like to attract the attention of their peers to become one group. As stated by Armağan and Çetin (2013)

college students can grow greater self-government from their family of origin, and also peer influence becomes even more important. This shows that young consumer has a greater influence in terms of decision making over their opposite peers.

Meanwhile, consumer (C8) claimed that music moves her to be in decision making as she portrays herself with peers having some the advertised food in the luxury situation. She states that,

“I believe music like in Cadbury advertisement, KFC and perfume Paris always become the choices of the youngsters. For me I like more towards this kind of music to lift up my mood, feel to have fun and enjoy the food or wear the perfume when spend time with friends. I will see and buy which product that all my friends like to own and becomes their interest of buying.” (C8)

Similarly, with consumer (C6) adds that music moves her in thinking to have the advertised product as she states that,

“For me I will feel attracted by its music in advertisement, and I will think is it suitable for me as youngsters to have this product. For example, like, the branded shoes, if all my friend just wore the usual one, so I’m not going to by the branded one, because they will feel I’m not belongs to their character.” (C6)

Hence, peer influence is very strong in order to affect the consumer decision making towards the video advertisement content. This situation can be seen as even stronger with regard to luxury products compare to daily consumption goods (Armağan & Çetin, 2013). Thus, figure 5.13 shows there are five young consumers are talking about the importance of peers can affect consumer decision making as they visualise the advertised product being consumed by their friends in their age group.

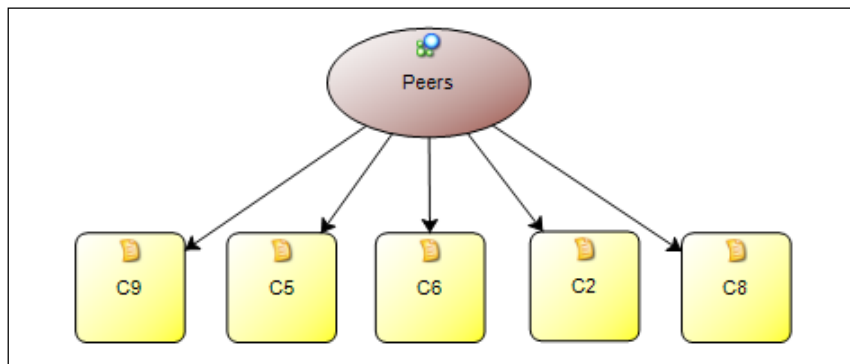


Figure 5.13. Peers affects consumer decision making

5.6.2b Trend Affects Consumer Decision Making

Young consumer decision making can be affected by video advertising through the trend nowadays of product that suits young consumer preference. One of the social environment influences is trend. It can be more on the youngsters' today's lifestyle and it is a way of person lives including the person's individual attitude to the world (Anitha, 2016). Trend can be in culture environment as it is the youngster's culture for today.

Trend can affect the consumer decision to buy the advertised product or services. A video advertisement content must follow the youngster's culture of trend in order to affect their decision making towards the advertised product. Young consumer is synonym with latest styles, trends and behaviours (Tucker, 2011) that is shown in advertisement as they processed the information content of the video advertisement of a product or service.

Consumer (C9) consider on the luxury products that suits youngsters age as it will turns them to require full information processing that can affect their decision making towards the advertised products. The consumer (C9) states that,

“And the product that suitable with their young age. For example, like luxury phones, camera, fashion clothes, branded handbags and many many more as it leads them to process information deeply. Because its expensive, they need consider in terms of money and quality and the beautifulness or the function of that product.” (C9)

Youngsters follow the trend by having some luxury product based on what they have seen in video advertisement. Consumer (C9) and (C5) talk about music moves them to explore the luxury product. They stressed that they will explore more on the product's quality to get satisfied with the decision that they have made.

“If new brand product, if the music is interesting, maybe I'm not believing it but I would just take a look on the details and so forth. I think there is no problem to get the product but the way to manage it... is the way we see the brand price and the details. Because of the brand, the price becomes different from one brand to another. [for example] product like cream face, I will spend the money even it is expensive, but I want to feel satisfied with the quality.” (C9)

“If now I interested in smart phone advertisement, I will see the video first and then explore the detail about the smart phone, like its ram, camera, and storage and so on before decide. For me, if the music is very interesting and attractive, I feel like I want to explore more about the product. For example, like smart phones advertisement, so I will explore.” (C5)

Meanwhile consumer (C7) explained about the trend in food product in which it has the added value that she will explore more and taste it as this affects her on decision making. She says,

“...if it came with new added value in the product, for example, chicken with new flavor or mcd it came with ice cream with new flavor maybe people would like to find new information about this. For me, I'm not particular whether the price is low or expensive, what I do care is I will always explore thoroughly, for example like, read a lot of review regarding the product that I already aim to buy.” (C7)

Other than that, consumer (C1) explained that music in video advertising attracts her to process the information related product as it affects her on decision making. She explained on how she made the decision of purchasing the product by having the budget planning.

“Sometimes I want to explore the product because it attracts me. The music and with video that shows the product. It’s like the iPhone song. After I listen to this song I always remember the product. As I am working, when I get my salary, I will save some money and keep it in the bank, every month I save it, and then when it reaches the price of the product that I would like to buy, then it is the time that I will use it to buy.” (C1)

As this view of consumer (C1) shows that music moves her to follow the trend of buying the luxury product as iPhone that is in trending nowadays. Thus, music in advertising can give the feeling to consumer to process the information related products in video advertisement. The significance of information and knowledge in usage is broadly essential because of its ability to influence the consumer’s attitude in perception and searching (Biondo, Giarlotta, Pluchino, & Rapisarda, 2016). Thus, effortful information processing can affect the consumer decision making based on luxury product and also with some added value in a certain product in video advertisement.

Hence, figure 5.14 shows that there are nine young consumers talked about their characteristic of social environment that put them in effortful processing towards the video advertisement product in order to process its information. This is supported by the theory of ELM, consumer will process the information that related to their association and experience (Petty et al., 1987) towards video advertisement content as it can affect their decision making.

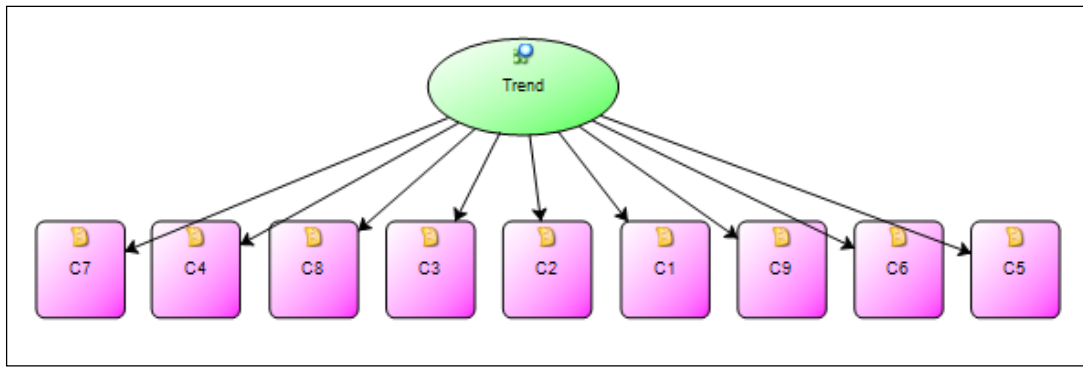


Figure 5.14. Trend affects consumer decision making

5.6.3 Effortless Information Processing

Effortless information processing is related to products in advertisement that consumer familiar or have some knowledge about it. Familiar product can make the consumer less processing the information as they already know about the product advantages or they already use it before. According to the theory of ELM, people who use the peripheral routes will require a simple association, experiences, and inferences to catalyse the attitude change (Petty et al., 1987).

When people get the information effortlessly, it means they trust the product or maybe the product is in low risk. In this case, consumers' perception of quality is occasionally based on the belief that if they are familiar with the brand, means that the organisation must have spent heavily on advertising (Radder & Huang, 2008). Hence, this shows that some decision-making tactics can be used pretty effortlessly without focus much attention, (Willman-iivarinen, 2017) on advertised product or services. Figure 5.15 shows that there is one subtheme under the effortless information processing which is low risk product.

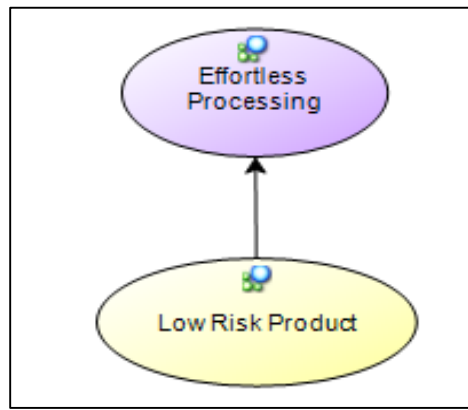


Figure 5.15. Thematic mapping on how effortless processing affects consumer decision making

5.6.3.1 Low Risk product

Low risk product is always synonym with the human impulse buying when they are making purchase decision. Low risk product can come from the personal care products, where the usage period of the product is less than a month and products are of low involvement (Mishra & Kesharwani, 2016). Consumer (C8) claimed that he will more focus on daily product instead of luxury product. He says that,

“When I’m married, my focus is more on daily product at first before move on the clothes or anything... daily products, which are we always do buy it.” (C8)

Meanwhile, consumer (C9) and (C5) has the same point of view where they claimed that they have the trust on low risky product as it affects them in decision making. Consumer (C9) says,

“And also, if there [is] a new product in the advertisement from the same brand that I have used, I absolutely believe it. Okay, for example, like me, if the product is cheaper and it’s for daily use, like Colgate, so I would never think a lot.” (C9)

“...if I familiar with the music tagline for the product, I think I will just buy because I trust the advertisement. For example, like Calpis advertisement, always playing on TV till one point that I thought ok, I should just try this.” (C5)

The consumer (C5) view is in line with Radder and Huang (2008) where they stressed that consumers' perception is based on the belief that if they are familiar with the brand, means that the organisation must have spent heavily on advertising. This shows that consumer decision making can be affected by low risk product in advertising perspectives.

Other than that, consumer (C1) and (C4) stressed that music move them to have the feeling and makes them remember about the advertised product as it affects their decision making on buying the product. In this case, low risk or low involvement product could be easily affected by the young consumer related product preference. For instance, consumer (C1) says,

“For me, most of the time even I used to listen to the song...Definitely I will have this kind of feeling to try the product. So, it means like I will not explore but I will just try... if the brand is already well known. Yeah, it's true. I always do that. For example, there is one shower gel that I always see on advertisement, so when I go to the supermarket, when I see, it reminds me about the advertisement, so I just took it for try. I don't think about the brand, but it came to my mind to try this shower gel. This is because I knew from the advertisement, I could notice the product is in the market. So, for me, indirectly, I could say music influence me in this way.” (C1)

Consumer (C4) says,

“It's like shampoo, we go to its area in the mall, we will see labels or other brands and we will automatically think of that advertisement. It's like repeat and replay back on our mind, so from there we decide what to buy but just in short period of time. Because its daily stuff that we always purchase.” (C4)

Hence, figure 5.16 shows there are nine young consumers discussed on low risk product or low involvement product because they have the knowledge that caused them effortlessly processes the information towards advertised product or services in which it will affect their decision making based on their needs or wants of the product. In this case, they shortly making decision regarding the low risk product because it is familiar towards them.

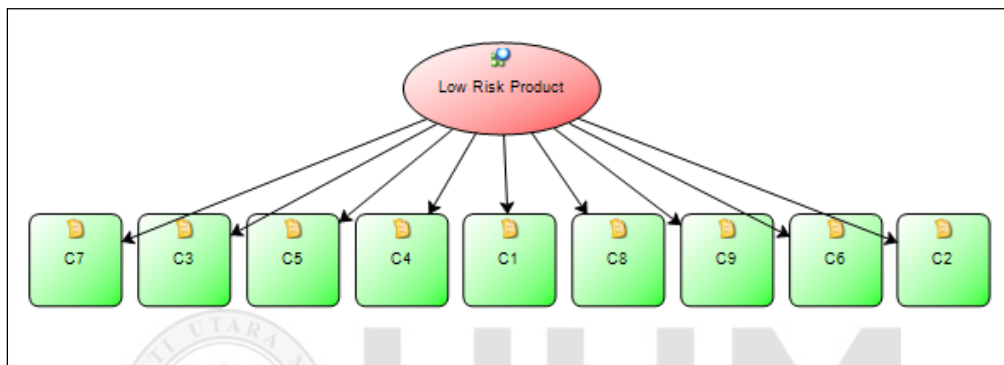


Figure 5.16. Low risk product affects consumer decision making

5.7 Summary on Study One and Study Two (Data Merging)

Table 5.2

Summary on Study One and Study Two

Research Objective 1	
To explore the effect of musical power in video advertisements on the decision making amongst young consumers towards buying the advertised products or services.	
Similarities	
Experts	Young Consumers
Music can affect consumers' moods and emotions	Music can affect consumers' moods and emotions
Music as message	Music as communication
Differences	
Experts	Young Consumers
<p>Music can raise the feeling of intention towards the advertised product or service in video advertisement.</p> <p>There is:-</p> <ul style="list-style-type: none"> -Music as added value, -Music as iconic or sign, -The creativity of music video - The characteristic of music that should be used in video advertisement content for target audience. 	<p>Music can bring perception to the consumers mind related products or services in video advertisement content.</p>
Research Objective 2	
To explore the effect of musical familiarity in video advertisement on the decision making amongst young consumers towards buying the advertised products or services.	
Similarities	
Experts	Young Consumers
Brand familiarity through repetition and remembrance	Brand familiarity through repetition and remembrance
Brand identity is created through melody or music	Brand identity is created through its music.
Problem solving through music	Educate audience through music
Differences	
Experts	Young Consumers
Music shapes the behaviour	Music creates the brand

The limitation of music video advertisement	Remembrance of the product
Brand identity is created through artist	Brand identity is created through music

Research Objective 3

To explore the effects of the information processing of music in video advertisements on the decision making amongst young consumers towards buying the advertised products or services.

Similarities

Experts	Young Consumers
<p>Motivation: Young consumer will process deep information regarding the advertised product through looking at their budget money and the trend nowadays</p> <ul style="list-style-type: none"> - Consumer curiosity - Judgement - Trend - budget - Stay up-dated behaviour - Likeness towards the advertisement content when they elaborate on high risk product. 	<p>Motivation: Young consumer will process deep information regarding the advertised product through looking at their budget money and the trend nowadays</p> <ul style="list-style-type: none"> - Consumer curiosity - Judgement - Trend - budget - Stay up-dated behaviour - Likeness towards the advertisement content, categorised as (effortful information processing), when they elaborate on high risk product.
<p>Subconscious mind: Simple information processing concerning the food and daily product of the video advertisement content</p>	<p>Subconscious mind: Simple information processing concerning the food and daily product of the video advertisement content and categorised as (low risk product)</p>

Differences

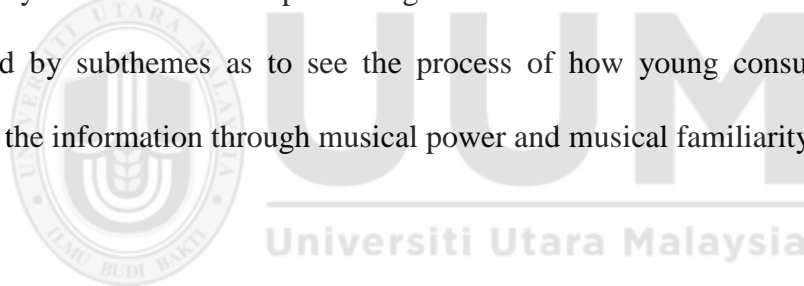
Experts	Young Consumers
Young consumers are more using simple information processing as they follow their peers' group.	Young consumer reveals that they use deep information processing when they need to follow their peers' group.

As a conclusion, both studies in this research help the researcher to have a diverse and a whole view of music in video advertising, and how information processing affects consumer decision making towards the advertised products or services. In this regard, the findings from this research help the advertiser and marketer to see a clear picture

across from the industries perspectives as well as the todays young consumer psychology or preference towards the advertised product and services. This finding showed that the elements in each theme according to the objectives of this research has the potential to give effects on consumer decision making related advertised product or service in video advertisement content.

5.8 Chapter Summary

Through the interview sessions with the 10 informants of young consumers, it can be concluded that it can be combined with the experts' views as to see the difference and the matching point from the three main themes that are found in conjunction of this study through thematic analysis. Those themes are, musical power, musical familiarity and information processing towards consumer decision making and it followed by subthemes as to see the process of how young consumer reacts and process the information through musical power and musical familiarity perspectives.



CHAPTER SIX

DISCUSSIONS, IMPLICATIONS AND CONCLUSIONS

6.0 Introduction

This chapter presents the detailed discussions of the findings reported in this research. The theoretical, methodological and practical implications of the findings are also elaborated in relation to previous studies on musical power, musical familiarity, information processing, and consumer decision making towards advertised products and services in video form. Furthermore, the limitations of this study, recommendations, and suggested future study areas are presented in this chapter. To be specific, Section 6.1 presents an overview of the study followed by Section 6.2, where the discussions of the findings are presented. Section 6.3 discusses the implications and conclusion of the study in relation to the theoretical contribution. The methodological contributions of the study are discussed in section 6.4, section 6.5 presents the practical contributions, and in the section 6.6 limitation of the study are discussed, and finally in the section 6.7 the recommendations or suggestion for future studies are discussed as well.

6.1 Overview of the Study

The main objective of this study has been to explore the effect of music in advertising and the process of decision making amongst young consumers towards product or service in video advertisements. As such, this research explored the linkages between musical power and musical familiarity, and also explored information processing and decision making in advertising amongst young consumers in buying the advertised products or services. More specifically, this study provided answers to the following research questions.

RQ 1: How is music in video advertisements powerful in affecting the decision making amongst young consumers towards buying the advertised products or services?

RQ 2: How does music in video advertisements create familiarity on the decision making amongst young consumers towards buying the advertised products or services?

RQ 3: How does the information processing of music in video advertisements affect the decision making amongst young consumers towards buying the advertised products or services?

To answer the highlighted questions of this research, the qualitative approach was employed as suggested by Creswell (2014) for research that aims to explore and understand the meaning of individuals or groups assigned to a social or human problem. The qualitative approach was suitable for this research as its reflexivity requires researchers to reflect upon and clearly articulate their positions and subjectivities, such as world views (Sutton & Austin, 2015). Specifically, the study objectives of the research subjects were explored through the Elaboration Likelihood Model (ELM) as its concepts guided the study and supported the findings. Therefore, this chapter presents the discussions of the findings reported in the preceding chapter.

This research was designed in two different studies. Study one was conducted with experts in the area of music in advertising perspective. Meanwhile study two was conducted with young consumers in terms of their view points towards music in advertising perspective. The in-depth interview was chosen for study one and study two. Interview questions in the perspectives of the experts had been built and tested

amongst the experts based on the research questions of the study. The in-depth interviews with the experts came first by conducting 10 semi-structured interviews with three experts from advertising companies, three musicians, and four academicians. The recruitment of the informant for study one was based on snowball sampling. The reason for using snowball sampling was that, not all the experts had knowledge regarding music in advertising and the consumer decision making context. This was followed by study two which was conducted through in-depth interviews amongst young consumers, where the interview questions for young consumer had been developed in the sequential version from the findings of study one and also based on the questions that were developed based on this research study's questions. Purposive sampling was used to recruit the exact informants for this study. Purposeful sampling involves identifying and selecting individuals or groups of individuals that are especially knowledgeable about or experienced with the phenomenon of interest and it is worth it for the identification and selection of information-rich cases using this technique (Cresswell & Plano Clark, 2011; Patton, 2002).

The criteria of purposive sampling was done based on the young consumers answers in demographic and psychographic survey, refer to section 3.6.1. Beane and Ennis (1987) stated that the demographic and psychographic survey is the suitable approach in identifying the lifestyle, such as the activities, interests, and opinions of the target audience towards topic interest. The survey cover of questions related to their personal experience towards music in video advertising. The survey gave the researcher a clear picture of the young consumers interests, opinions and lifestyles (Beane & Ennis, 1987) towards the music in video advertising perspectives based on their level of education and the variety of job position as well. By doing this, the

researcher could find the correct informants to gain richly detailed answers which were closely related with the research study.

The data that had been collected were analysed using the thematic analysis for both studies. The thematic analysis was mainly used to find, analyse, and report patterns (themes) within the data (Braun & Clarke, 2006). Also, Braun and Clarke (2006) proposed an accessible and theoretically-flexible approach to analyse the data. Then, triangulation data were chosen so as to highlight the similarities and the differences in the point of view based on the answers from both studies. Heale and Forbes (2013) stated that triangulation in research is the use of more than one approach to research a question. Also, it is determined by using the angles from two known points (Heale & Forbes, 2013), which in this study were from the experts' perspectives and the young consumers' perspectives.

For example, the researcher have collected the data based on the same research questions to the experts which consists of four academicians, three advertisers and three musicians as well as asking the same research questions to the ten young consumers. Besides that, data triangulation in this research context has been applied in different times in a year. For example, the researcher collected the data for experts in Jan 2017 to April 2017 meanwhile for young consumers the data have been collected in September 2017 to November 2017. In view of this, the section summarised, merged, and embedded the findings from both perspectives of the data triangulation from which a strong conclusion and recommendation emerged.

6.2 Discussion of the Study

This section presents the discussions of the findings in relation to the theoretical framework proposed in this study and in line with its research objectives. The discussion will cover both studies, from the experts' and the young consumers' perspectives as to gain a holistic view of this topic of interest. The discussions are as follows. As such, the following subheadings represent the individual objectives of this research with regards to the implications of each finding.

6.2.1 The Effects of Musical Power in Video Advertisements on The Decision Making Amongst Young Consumers

The first research objective was to discover the effect of musical power in video advertisements on a young consumer's mind. This first research question constituted a foundation for the research given the study's interest in exploring the power of music in the advertisement content from experts and young consumers informants to understand its effect on consumers' minds and how this effect puts them into a decision making process towards viewing the advertisement content.

According to the findings reported in this research, most especially from the opinions of the experts, the power of music in advertising can be bifurcated into intrinsic and extrinsic influence. This research found that intrinsic influence can be seen from its highlighted effect on the consumer decision making of buying the advertised products or services from the advertisement content. The intrinsic influence from the findings reported in this study is more towards how music affects the emotions and moods of the advertising audience. More so, the intrinsic influence of music in advertising also relates to how music accentuates the messages and forms a communication with the target audience's minds in video advertisement contents. Also, it has the potential to

raise the intention as well as shape the young consumers' perceptions towards the advertised products or services in the video advertisement content. This is in line with Crooke (2016), who concluded that the intrinsic influence of music in advertising has been articulated as the musical experiences that encourage one to continue engaging with the advertisement content (Alpert et al., 2005; Müllern, 2015 and Shevy & Hung, 2013).

Based on the findings on the intrinsic influence of musical power, music effects on moods and emotions in video advertisements can be regarded as the primary factor that can eventually lead the young consumers to be in the process of the decision making of buying the advertised products or services in the advertisement content. The experts revealed that, music is so strong that it can affect an individual's moods and emotions as it gives the feeling of what the advertisement wants to say. The majority of them stated that music has power such as, the music hooks attract and keep young consumers focused on the advertisement content. This finding was supported by Sánchez-Porras, José and Rodrigo (2017), as they found that music in advertisement transmits feelings and emotions directly to the audience's preferences.

Similarly, the young consumer informants also greatly revealed that music had effects on their moods and emotions as they viewed the video advertisement content. Emotion can be known as a state of mind, which is shaped by cognition, thinking and experiences (Majeed et al., 2017) which that can guide a person towards the advertisement content. For example, with a Cadbury advertisement, young consumers felt happy towards the way the music was played in the background and then the chocolate bar showed up, which was found by the aliens in the cartoon, and then they bite it and started dancing around. The video advertisement made them think about the taste of that chocolate bar. According to the informants, they start to focus on the

advertisement content as they find its music attracting them to the video advertisement. This is an important finding in the understanding of the musical power's effect on emotions and moods that can lead the young consumers in their decision making of buying the advertised products or services in the advertisement content. The present study has strengthened the past studies which found that emotions are easily aroused by musical stimuli as it could attract the emotions and moods of the consumers to make decisions in terms of product choice (Alpert & Alpert, 1990; Bruner, 1990; Pathak et al., 2011; Sánchez-Porras, José & Rodrigo, 2017). Hence, from the musical power, the affected emotions and moods will trigger the young consumers' minds to be in the decision making process of buying the advertised products or services that they are exposed to.

In examining how powerful music is in video advertisement content, it was found that it was related to the persuasive communication that can affect the young consumer decision making process towards the video advertisement content. Petty and Cacioppo's (1986) elaboration likelihood model used a persuasive communication element which was music as implemented in this research because it is considered as appropriate for understanding how consumers' are exposed to and process information in video advertisements (Shevy & Hung, 2013), which can lead them in their decision making processes of buying the advertised products or services. This model tells, in detail, how persuasive communication, elements or stimuli, such as music, can raise the motivation inside the young consumers' minds until it can create emotions towards the advertisement content.

According to the ELM theory, motivation happens when a person has a high connection that can be referred to as the state of arousal to process brand-relevant advertising information (Andrews, 1988). It can be seen in the present study that,

behind a state of arousal, there are emotions affected by the musical power in the video advertisement content, inside the consumers' minds. The affected emotions can put the young consumers in high motivation as they can feel that the advertised product has some personal relevancy towards them. As Petty and Cacioppo (1986) stated, personal relevance can provide an individual with a high level of motivation and the ability to think about the message content. For example, based on the finding reported in this study, one of the informants from the young consumers revealed that, when she watched the Cadbury advertisement, she felt happy and she thought that the chocolate was related to her as she described that the advertisement showed the cartoon character starting to dance when it tasted the chocolate, and she said that she wanted to buy it when she needed to go to class. Even though, it was just a chocolate advertisement, it can be seen that the young consumers were enjoying thinking about the video advertisement content. This is in line with Petty et al. (2005) who stated that some people mostly enjoy evaluating things even when they do not have to do so. Furthermore, the power of music can be seen in this study as it can be found in the form of a message and communication towards young consumer audience in terms of making decisions. Music gives one point of understanding through the message as to provide the empathetic feelings towards young consumers' minds. This ties in well with Nielsen (2015) who provided proof that the empathetic feeling is rated the highest amongst the other feelings: emotive, creative, and informative as the key metric of musical power in advertising. This can be related with the theory of the ELM by Petty and Cacioppo, which says that consumers will see the message argument that is central to them to the extent of attitude change, and it depends on the valence of the thoughts generated in response to the message in the advertisement content (Petty et al., 2005; Petty & Cacioppo, 1986). Again, as stated in the ELM

theory, consumers' thoughts can be positive, negative or neutral towards the message in the advertisement content (Petty & Cacioppo, 1986). In the present study, the findings showed that young consumers accept, positively, the message from the video advertisement as it can lead them in the decision making process towards the purchase of advertised product. For example, they described that, the milo drink in a video advertisement gives the message that it provides energy to young consumers when they drink it and then do some sports activities. The advertisement is seen as communicating with them. It shows that, milo gives energy when doing hard work as they engage with sports activities. The information or message that is in the advertisement content from the present study shows that young consumers accept the message, positively, and it influences them in their decision making to buy the advertised milo drink.

Similarly, the expert informants also stated the same; that, by using the music, they can convey their message through the music hook in the video advertisement. As reported in the finding of this study, one of the expert informants described how music can convey the messages to the young consumers' minds by putting the information in the video advertisement using the musical hook. For example, in the Pizza Hut advertisement, the advertiser provided the telephone number using the music hook, which is 1-800-75-2525 as to make the young consumer audience remember what the message is that they are trying to deliver. The present study is in line with (Allan, 2006; Craton et al., 2011; Kellaris et al., 1993) as their studies also found that music can enhance and strengthen the message in the advertisement content. The present study has portrayed that the way the experts use music to deliver the message is relevant with young consumers' preferences. This is in agreement with Petty and Cacioppo (1986), who stated that, the message is viewed as a bit of

information contained in the advertisement content that is relevant to a person's subjective determination. Hence, young consumers will have high motivation and ability to think about the video advertisement as they find its content relevant to them.

In addition, given the intrinsic influence of musical power in terms of raising the intention and shaping the perception towards the advertised products or services inside the consumers' minds, it was suggested that these elements can also guide the young consumers to be in the decision making process as they engage with the video advertisement. Based on the findings on the experts' perspectives, music can raise the intention towards purchasing the advertised products or services via the video advertisement content. Interestingly, they described that the intention will be aroused when young consumers start to think about the advertised products or services in the video advertisement content. For example, they explained how music influences young consumers' minds by using the musical hooks. For example, they explained that, the music hook is telling that the consumer that "I will follow you" in a Digi advertisement, it is actually trying to influence the young consumers' minds towards the Digi advertisement as to raise their intention to change to the Digi phone card service. According to the ELM, consumers will start to think when they feel that they have to know the message argument in the advertisement content. Young consumers will have the intention as it gives them motivation and they will have the ability to process the information towards the video advertisement content. This is in line with the theory of the ELM that states that people who use central processing will have the motivation and ability to process the information towards the message arguments in the advertisement content (Petty & Cacioppo, 1986).

Meanwhile, the young consumer informants in the present study had different views than the experts' opinions. Based on the finding reported in this study, it was found

that music has a powerful affect where it can shape the perceptions in the young consumers' minds towards the advertised products or services that are shown in the video advertisements. The present study is in agreement with past studies which also shown that music can shape the perception in the consumers' minds towards the advertised products or services in the advertisement content (Lantos & Craton, 2012; Ruth & Spangardt, 2017; Zander, 2006). The present study revealed that music shapes the perceptions towards the video advertisement in terms of the quality of the product, the luxuries of the product, the smell of the product if it is a perfume advertisements and the price of the product. For example, informants described the advertisement of a perfume brand, *Echanteur Paris*, on how its music shaped their perceptions towards that video advertisement. They stated that the music in the video advertisement of *Echanteur Paris* is slow in pace and soft in sound, and it is very classic as it makes them think that this perfume is exclusive, soft in smell, high in quality, and high in its price. Hence, music can show or bring this information about a particular product in terms of the perception of how the product will give them satisfaction if they own it, all from the video advertisement exposure.

Based on the ELM theory, it does not emphasise that music shapes the perception inside the consumers' minds towards the video advertisement, however, this element can put the young consumers in a high level of motivation and give them the ability to process its content deeply. It has been proven that musical power applies a strong influence on the cognitive processes of attention and on the emotional processes of evaluation of the advertised product (Cuesta, Martínez, & Niño, 2018) in the video advertisement content that the young consumers are exposed to.

As a conclusion, all elements that are under the intrinsic influence of musical power in the in present study, will form the attitude towards video advertisement content and

lead them in their decision making processes towards buying the advertised products or services. As suggested by Petty, Cacioppo, and Goldman (1981), any form of persuasion that can increase motivation will influence a person to be able to engage in the cognitive task of evaluating the message argument in the advertisement content as it puts that person in the central route to persuasion. Hence, the intrinsic influence of music from this finding is the strongest element that lies in every individual to engage in the cognitive task towards the video advertisement content.

Meanwhile, the extrinsic influence from these research perspectives can be seen more on the technical version of the music used for video advertisement content. the extrinsic influence from this research study can be described in terms of how is music constituted to be used as the added value in video advertisement content towards the target audience's attention. More so, the extrinsic influence can be described as how music becomes iconic or a sign in consumer's mind, as well as how the use of the creativity of the music video advertising, and the characteristic of the music used in video advertising can influence young consumers in their decision making processes of buying the advertised products or services in the video advertisement content. This is in line with Crooke (2016), who called it the extra musical influence of people who are engaged with music participation, preparatory sets, settings in terms of place and visual imagery, and people who played the music in which it required more cognitive resources towards the video advertisement content (Shevy & Hung 2013).

Based on the findings reported in this research from the opinions of the experts, it was revealed that extrinsic influence can be as complement to the intrinsic influence as it is the 'first door' open to the young consumers to be engaged in the video advertisement. Without the music factor, the video advertisement would be less

effective as the advertiser cannot touch the young consumers' hearts to persuade or influence them in their decision making processes towards buying the advertised products or services. Extrinsic influence, as revealed in the findings, showed how music can be used as the added value in the video advertisement. For instance, the majority of experts explained that music has the power to be an added value as it connects the emotions of young consumers with the advertised products in video advertisement. By the meaning of added value, they explained that music has the ability to beautify and make the video look perfect so as to attract young consumers' attention at first glance when they view the video advertisement. This finding ties in well with previous studies where Coloma and Kleiner (2005) and Vedabala (2018), found that music is used to enhance product image and the narratives of the video of the advertisement content. At this point, music as the added value manages to achieve high level of attraction in the young consumers' minds so as to influence them in their decision making of buying the advertised products or services in the video advertisement. This is in agreement with Lantos and Craton (2012) who claimed that music could give added value to advertising where consumers could positively respond to it and help the advertisers to achieve their aims as it does not divert the target consumers' attention from the advertisement's message.

The present finding is in agreement with the theory of the ELM, which presents one of the reasons that can put young consumers in high levels of motivation and give them the ability to process the advertisement content; that reason is emotional connection to the music in the video advertisement (Cuesta et al., 2018; Griffith, Nolder, & Petty, 2018; Shevy & Hung, 2013; Vuoskoski & Eerola, 2013). Indirectly, young consumers will focus on its source credibility (Petty et al., 2005; Petty & Cacioppo, 1986) which can lead them to be in the decision making process as to whether to buy the advertised products in the video advertisement content or not to buy.

Furthermore, the extrinsic influence of music in the present study revealed that music can be iconic or a sign inside the consumers' minds. As such, the experts explained that music has a strong power such that it can evoke certain images of the advertised products in consumers' minds through hearing the music of a brand product in the video advertisement. One of the expert's stated that music can be iconic or a sign as it carries the brand image to the consumers' minds. Further, the experts explained that, hearing the music in video advertisements catches the consumers' minds as they can detect the brand name of its products even if they are doing something else. This shows that, if the music has reached to the point that it can be iconic or a sign, it means that the music has become part of the branding of advertised products or services. Also, it can affect the young consumers' decision making processes depending on their levels of needs and wants towards the advertised products or services in the video advertisement. This is in agreement with Cai et al. (2015), Chad (1996), and Zeeshan and Obaid (2013) who found in their studies that music can be iconic or a sign in advertisements as it could evoke certain images or situations inside the consumers' minds to influence them in their decision making of buying the advertised products or services in the video advertisement.

Besides that, to improve the video advertising content, advertisers need to look at the idea of the creativity of music video advertising. Based on the finding of this study, it was revealed that the suitability of a product for target audience, and with the congruent music, the creativity of the story line in the video advertising can affect the young consumers' decision making of buying the advertised products or services in the video advertisement content. This is in agreement with Kellaris, Cox, and Cox (1993); Juslin and Västfjäll (2008); Vuoskoski and Eerola (2013); and Vedabala (2018), who found that the fittingness of the music and the message in the

advertisement, and the creativity of the narratives of the video can regulate the effects of the attention gaining value of the music on the consumers' brains. This is in line with Hallam (2010) and Bugos (2015) as they explained that the human brain might produce beneficial changes in how it processes information as the different parts of the brain, such as the left and right hemispheres will be involved with the music content in the video advertisement.

Also, the finding of the experts' opinions discovered that the idea of creativity, such as the lyrics of the song using the youngster's language, and the emotional music engagement can stimulate the feeling of curiosity inside the young consumers' brains towards the information of the advertised products or services in the video advertisement. These creativities which were mentioned above are important elements for an advertisement content to have, as it can leads young consumers to be in the decision making process towards buying the advertised products that is in the video advertisement. Young consumers will put in cognitive efforts as they start to feel interested and find that the advertisement content is related to them. The present study is in line with theory of the ELM, where the individual appears to apply the cognitive effort to evaluate the issue of the relevant arguments presented, and his or her attitudes is the function of this information-processing activity (Petty et al., 1983). The finding showed that, musical power can move young consumers to think and develop curiosity about the advertised products or services in the video advertisement as they feel it is related to them, thus it leads them towards making the decision to purchase the advertised products or services.

Besides that, the experts also touched on the characteristics of music that may help the advertisers to advertise their products effectively for the young consumers decision

making processes to be activated. This should be used in all of the advertising agencies as they are promoting or presenting new products or services to their target audience. The finding showed that the characteristics of music which are happy or have a fast beat appears to be attractive in the younger generation as this could affect their decision making towards the advertised products or services in the video advertisement that have relation with them. Szabo (2017) stated that youngsters appear to be energetic and easy to be influenced by music especially in video advertisements which relate with their personal preferences (Petty & Cacioppo 1986), which can potentially reach a wide range of viewers. The majority of the experts stressed that, music should be capitalist, which means the pop song music, where the beats and hooks are catchy, with the use of catch phrases, and the use of four chords and also the use of one and fifth notes of the rhythm for advertising purposes as it can have an impact on young consumers' minds as well as their decision making towards the advertised products or services. It can be seen that music is highly influential for human cognition through the interaction between the mind, and the video advertisement. Hence, the characteristic of music for advertising purposes plays an important role as it can affect consumer decision making towards the advertised products or services in the video advertisement content.

In summary, musical power can affect young consumer decision making twofold. Firstly, from the intrinsic influence, and secondly from extrinsic influence of the music towards young consumer decision making. This research has achieved its first objective which was to discover the effect of musical power in video advertisement on young consumer decision making. From musical power perspectives, this study is different from previous studies because it shows the ways of the music's ability in raising the motivation to keep the young consumers focused and digesting the

information from the video advertisement effectively. As such, music has the ability to interact with consumers' minds and bring them into the decision making mood psychologically towards the advertised products or services. The uniqueness of this study is that it found that the use of four cords and one and fifth notes in advertising can grab the human mind to absorb the information as it triggers them towards the advertised products in the video advertisement. This study found that, music in video advertisements is the strongest medium in delivering messages with emotions compared to other media art forms. As such, one of the experts revealed that, in one minute, when the audience or target consumer is exposed to the music in the advertisement, straight away it will enter their hearts compared to movies, songs, theatre films and many more. This study has managed to show the full picture of the musical power's role on young consumers' minds in terms of decision making from both perspectives. Hence, musical power has the tendency to affect the decision making amongst young consumers regarding advertised products or services in video advertisements.

6.2.2 The Effects of Musical Familiarity in Video Advertisements on The Decision Making Amongst Young Consumers

The second research objective was to discover the effect of musical familiarity in video advertisements on the decision making amongst young consumers. As such, this study explored how music creates familiarity in the video advertisement. Previous studies have revealed the term of familiarity as being more towards the meaning of known, secure, and predictable as the consumers believe that the original brand of the advertised product will become familiar to them (Campbell & Keller, 2003; Pieters, Warlop & Wedel, 2002; Prior, 2016).

Based on the findings reported in this study, especially the findings from experts' opinions, it was revealed that the effects of musical familiarity in video advertisements can be found in terms of brand familiarity, awareness, brand identity, and the level of familiarity used in the video advertisement. The data from the experts' opinions demonstrated how music creates familiarity in video advertisements, through making the brand familiar to the target consumers' minds.

The findings as reported in this study, showed that a brand becomes familiar through the repetition of musical sounds in video advertisements after that, music will turn to be as the remembrance inside the consumers' minds. More so, music becomes the influencer of young consumers' behaviour towards the video advertisement. Through the repetition of musical tone, the majority of the experts claimed that music can affects the human mind subconsciously and lead them towards the products or services in the video advertisement. As such, one of the expert's stated that, the repetition of the music in advertisements, creates familiarity towards the advertised product as this leads the young consumers to remember the advantages or the brand name or the function of the product through the music or jingle form. In line with previous studies, the experts stressed that the repetition of musical tones leads to familiarity with the advertised products and services inside consumers' minds (Alpert et al., 2005; Jain, Rakesh, & Chaturvedi, 2018; Levrini, 2018; Roehm, 2001). As said by Campbell and Keller (2003), brand familiarity captures consumers' brand knowledge building, that is, the brand associations existing inside a consumer's mind.

Furthermore, musical familiarity leads to the remembrance of brands in video advertisements as it enhances young consumers decision making towards the advertised products and services. The majority of the experts explained that music can

be the remembrance in consumers' minds of the video advertisement content as well as the brand products or services. According to them, they revealed that the remembrance of a piece of music leads the young consumers to get familiar with the brand product in the video advertisement. As such, one of the expert's stated that the music 'hook' would play in the young consumers' minds and keep them thinking of the advertised product and, when the time for a purchase comes, the hook will enhance top of the mind recall. This is in line with (Alexomanolaki, Loveday, Kennett, 2006) who found that familiarity in advertisements, enhances the information of a product to be coded in the memory. More so, experts stressed that the video of the advertised product can stick in the young consumers memory in which it shows the musician or a band that uses a particular product along side with the music in the background. This finding ties in well with Abolhasani et al. (2017) who stated that sometimes advertisements can be the medium through which an audience becomes familiar with a particular musician or band that promotes the brand product.

Similarly, the majority of the young consumers supported the views from the experts in which they stated that musical familiarity makes them remember the whole content of the advertisement. In detail, they revealed that they will see things in terms of the artists, musician, and the storyline in the video advertisement. This finding ties in well with previous studies where consumers will depend on visual features in terms of moving pictures, music, and background colours in order to influence their decisions (Koelsch, 2014; Petty et al., 1981; Shaouf, 2018; Vuoskoski & Eerola, 2013) of buying the advertised products or services in the video advertisement. Further, they revealed that the more they become familiar with the music in the video advertisement, the greater the tendency to buy the product becomes. According to the ELM theory, consumers making decisions under low involvement conditions means

that there is a lack of motivation to actively seek and process detailed issue-relevant information (Shaouf, 2018) due to the familiarity feeling that they have towards the advertised product. Again, music might lead to familiarity feeling as it enhances young consumers' memories of recalling the brand product in the video advertisement. This is in agreement with Boyle (2015) and Jackson (2003) who found that branding with sounds in terms of music can influence and establish memorable consumer interactions in the context of advertising perspectives. In contrast, this can be solely within the scope of the sensory system version, and once it comes with a music video type, the packaging content can become more practical because the young consumers will read or see the publicised products or services in the spirited version. Hence, this study found that branding with musical sounds can influence and establish memorable consumer interactions with the advertised products and services more effectively as it came in a video form of advertisement content.

Furthermore, brand familiarity as created by the musical influence can be achieved through young consumers' behaviour towards the exposure of the video advertisement. Two experts revealed that musical familiarity can affect young consumers' approaches towards the brand products in video advertisements. For example, one of the expert's explained that, the music in terms of the tagline in a Digi advertisement, which is "I will follow you", brings the meaning that "I am always there for you" as it is indirectly trying to shape the young consumers behaviours towards the Digi video advertisement. This finding shows that when young consumers are exposed frequently to the video advertisements, the music indirectly becomes familiar to them as it affects their positive thinking towards the advertised products or services. This is in line with (Almeida Santos & Freire, 2013; Garcia-Marques, Mackie, Claypool, & Garcia-Marques, 2004) who found that the sense of familiarity

in music has been shown to produce more positive types of judgments in general; that is, the more familiarity, the more validity, fame, and ease towards the advertised products in the video advertisements. Through its familiarity means that, young consumers already have the basic and simple knowledge regarding the product or brand as it can affect their thinking as well as shaping their behaviour towards the advertised products or services in the video advertisement. For example, the tagline music of the Chicken Rice Shop video advertisement, is 'chicken rice and more!', and according to the experts, the music tagline with the video narratives is actually trying to influence the young consumers' behaviours towards it. They described that the video advertisement with the tagline drives young consumers' thinking to eat that food as they watch the video advertisement and find it as meaning the food is delicious to taste. It can be seen that the young consumers' decision making is affected and they just depend on the information from the video advertisement to make their decisions. This is in agreement with Söderlund (2002) who found that when consumers familiarity is increased, the consumers' expertise is likely to increase. The young consumers in this finding showed that they preferred or required more simple associations or experiences as they could retrieve a certain decision rule from their memories that could be used to evaluate the message in the video advertisement content. This finding ties in well with Petty et al. (2005) and Petty et al. (1987) as they stated that an individual who uses peripheral routes will require simple associations, experiences, and inferences to catalyse their attitude changes towards the products that they recall and decide to buy.

Another interesting finding found in this study was that music creates familiarity, through creating the awareness of the video advertisement content in the young consumers' minds. Based on an expert's opinion, musical familiarity in video

advertisements can be converted to an awareness for the young consumers that alerts them about the advertised products or services in which it comes with a problem solving issue. The experts revealed that, with the situation that people are facing, such as damaged skin under the sunlight, then the advertiser will introduce a face cream brand with some of its advantages along with music which makes the sounds of one feeling relief so as to show that there is an effective face cream for this issue. When it comes with problem solving, young consumers will not need to process the information too much. As suggested by Alexomanolaki et al. (2006), the role of music in contained learning and recall will be assessed within advertising and during low attention conditions. From the experts' points of view, this study revealed that the young consumer prefers the credibility of the product, in terms of ways of using it and the advantages of having the product, as well as its attractiveness. This is in line with the theory of the ELM, where consumers who use the peripheral routes of information processing will see in terms of credibility, attractiveness, and the reputation of the source in the video form of the advertisement content (Hee Park et al., 2014).

Similarly, the young consumers' points of view can be seen in the present study as supporting the finding from the experts' opinions which is that music creates familiarity in terms of teaching or educating the audience about the advantages of the advertised products or services in the video advertisement content. For example, one of the young consumers explained that, the Yakult and Vitagen advertisements revealed to the audience about the advantages of their contents such as good bacteria are needed for stomach health besides they have a good taste to drink; indirectly, it educates the audience towards the advertised products in terms of the video advertisement content. From this view of the young consumers, as reported in this study, it clearly showed that, indirectly, music educates its target consumers of the

video advertisement in a more meaningful way. This is in agreement with Vedabala (2018) who state that music is worth a thousand words, as it attracts people and create understanding better than a spoken sentence, and this is pretty apparent in the video advertisement context. More so, the young consumers revealed that they wanted to know what advantages the product would offer them. This view can be well fitted with the experts' points of view that young consumers need the product which solves a problem for them, as well as they want to gain knowledge from that particular product. This is in line with Adhikary (2014), who stated that consumers will learn the process where the experience leads them to have a change in knowledge, attitude, or behaviour. The familiarity of music in video advertisements leads to awareness as well as to change in knowledge about the advantages of the advertised products or services in a more understanding and effective way.

Furthermore, another interesting finding of how music creates familiarity can be seen especially from the experts' points of view. This study revealed that music creates familiarity through building a brand identity, firstly, from the artist or celebrity, and secondly, from the melody of the music in the video advertisement. The experts revealed that young consumers tend to follow artists who wear or use certain products that they view in video advertisements. One of the experts gave as an example that, advertisers chose Bunkface boy band to become the icon in the Huawei smartphones advertisement. The band is very well-known and successful, at the same time, they have a big influence on young consumers' lifestyles. They have become the icon that the next group of young consumers' will follow as they bring the culture or the lifestyle to the young consumers in terms of their attire. Further, they sang a song in the video advertisement using the youngsters' language and started dancing, and they showed off the quality of the phone camera and, selfies, and the luxuries of the

smartphone body. The present finding of the study showed that an artist in an advertisement encourages the young generation to use a certain product. Young consumers feel the link or relationship between the artist and the product towards them. This is in line with the theory of the ELM that states that young consumers will process the advertisement content when they find it has a personal relevancy towards them (Petty & Cacioppo 1986); as well, it builds the brand identity of the advertised product through the celebrity as the endorser in the video advertisement content (Cristina & Rodrigues, 2011; Zipporah & Mberia, 2014).

More so, building the identity of a certain advertised product using an artist or celebrity, according to the experts, can enhance young consumers decision making towards buying the advertised products or services that come with the music to complement the artist in the form of the video advertisement. Hence, it creates the feel of familiarity that can lead to believability towards the advertised product. This finding ties in well with previous studies which found that consumers believe that the brand product which has an authentic identity will become more familiar to them (Campbell & Keller, 2003; Pieters, Warlop & Wedel, 2002; Portal, Abratt, & Bendixen, 2018).

Secondly, according to the experts, as reported in the findings, they revealed that music creates familiarity in terms of giving the brand an identity through the music melody in the young consumers' minds. The experts revealed that, through the music's hooks, jingles and lyrical content, which have its melody, it can enhance young consumers in their decision making towards buying the advertised product in the video advertisement. For example, one of the expert's stated that using the musical hooks to put the advertised message inside it, such as 1-800-75-2525, the

pizza hut advertisement makes the young consumers remember the number and persuades them to make a call for pizza delivery, indirectly leading them to identify the brand. As long as the music makes the young consumers remember, at the same time, it is actually establishing its brand identity in the young consumers' minds. This is in line with Boyle (2015), who stated that music creates branding as its sounds are influencing consumers decisions and habits towards the advertisement content.

Furthermore, one expert's opinion has been supported by the young consumers' views on how music creates familiarity in video advertisement content. The majority of them as reported in the present study stated that music can make the branding become strong in the video advertisement content. For example, one of the young consumers reported that in the advertisement of the yogurt drink brand Calpis, its music made him know what the product was that the advertisers were trying to sell. This is because, in the advertisement, the attraction was coming out extensively through the video form until it made him decide to make the decision to buy the Calpis drink.

This study revealed that there were seven young consumers who thought that musical familiarity could make a brand product become strong through the music, which means that it communicates a positive brand image towards young consumers' minds. This is similar to Abolhasani et al. (2017) who found that music in advertising can communicate a favourable brand image and build a link between the music and the advertised brand to the consumers' minds. Furthermore, the young consumers stated that, when branding becomes strong, consumers will just believe in the brand as the time comes around for deciding to purchase the product. For example, one of the young consumer informants reported that the process of how consumers get influenced to buy the advertised product is through its music. She gave an example of

Dato' Vida's song as she was one of the audience members who could remember the information in the song version; then, she realised that many people became Dato' Vida's followers and, indirectly, they were influenced to buy the product just through its song, even though the song did not mention the brand's product. This is in line with Suryaningsih, Hadiwidjojo, Rohman, and Sumiati (2014) as they found that familiarity can build the consumers' abilities in identifying a product based on their knowledge and experiences, in purchasing a product in advertisement.

Overall, the element of how music creates familiarity in video advertisements helps the brand to form an identity through the artist and melody as it can turn the advertisement into something familiar and strong to its target audience as well as affect their decision making in buying the advertised product or services. According to the ELM theory, people who use peripheral routes are the people who are already familiar with the experiences that they have from previous knowledge about the advertised products and they find it very easy to make the decision to buy the advertised products or services (Petty et al., 2005; Petty et al., 1983) in video advertisement form. It can be seen in the present study that, music makes young consumers familiar with brands and there is less of a perceived complexity of the information load in video advertisements when they are making decisions. In the same vein, Madison and Schiolde (2017) found that the familiarity of music can lead to improved processing and less perceived complexity of the information load in video advertisement content.

From the experts' points of view, music must be familiar to the target audience in order to persuade them to buy the advertised products or services through the video advertisement. The experts expressed that advertisers need to put in the terms of the

border that an advertisement should have, so as to promote the product and service in the video advertisement effectively. Teixeira (2014) stated that the problem that happens now is that, the advertisers find difficulty engaging with their consumers as they always skip the video advertisement. To solve this issue, three experts stated that there should be a limitation of frequency in terms of familiarity in video advertisement. They revealed that, advertisements in which there is a limit to the frequency during the air time can prevent the young consumers from feeling annoyed causing them to skip the advertisement and being bored at the same time. They also stated that video advertisements should come with some renewal elements as this can help the viewers maintain their focus on the video advertisement. Therefore, this study revealed that the musical familiarity in video advertisements should come with some type of renewal elements which can keep the target audience's attention for along period of time.

This was not generally agreed on by two other experts who stated that there was no issue in terms of the border of the limitation of the familiarity of the music in the video advertisement. They expressed that young consumers will get annoyed with repeated exposure to the video advertisement as it can be proven that the advertisement is already stuck in their head. This is in agreement with (Alexomanolaki, Loveday, Kennett, 2006) who reported that the familiarity in video advertisements enhances the information of a product to be coded in the memory. This study revealed that the familiarity of the music in video advertisements can enhance the young consumers abilities to remember the product whilst making decisions to buy the advertised products or services, even if they feel annoyed with it.

In summary, musical familiarity in video advertisements can affect young consumers' minds in terms of making decisions through making the brand familiar, creating awareness, creating the brand identity, and keeping the border of familiarisation of the music in the video advertisement, that should be on the air. These elements have been proven in this research study as it has the potential to enhance young consumer decision making on buying purposes. This research has achieved its second objective which was to discover the musical familiarity's effect on young consumer decision making in video advertisements. From the musical familiarity's perspectives, this study was different from previous studies because it has shown that the video advertisement can bring about awareness as it can educate people at the same, and it serves the problem solution of a product's usage to the young consumers through the video advertisement's exposure. The uniqueness of this study was that, it found that the border of musical familiarity in video advertisements can be useful for the advertisers' perspectives. This is because, in order to set the border, musical familiarity in video advertisements should come with some renewal elements that it can maintain its target audience's attraction towards its content over along period of time.

6.2.3 The Effects of The Information Processing of Music in Video Advertisements on The Decision Making Amongst Young Consumers

The third research objective was to discover the effect of the information processing of music in video advertisement on the decision making amongst young consumers in relation to buying the advertised products and services. The studies from experts' and young consumers' perspectives produced two big subthemes, which were motivation, and subconscious mind, for information processing types. In information processing, Stankevich (2017) stated that consumers process information in terms of assumption,

sense, arguments and choosing from amongst current selections, such as brands, products, and outlets; also, there are some influences in terms of the consumers' environments such as lifestyles, family, and media that can influence them towards the video advertisement content. Therefore, this section focuses on the findings on the third research question from both sides, that of the experts and young consumers perspectives, which have been subsumed and discussed.

According to the findings reported in this research from the opinions of the experts and young consumers, indeed music increases motivation inside the young consumers' minds as it pushes them to process the information in the video advertisements of advertised products or services. Music can increase the motivation in the young consumers' inner selves so as to induce them into the decision making mood of purchasing the advertised products or services. As Chad (1996) and Zeeshan and Obaid (2013) found, music has the ability to influence consumers in making purchase decisions about the advertised products or services. The finding in this study revealed that there were six elements that led young consumers to have the motivation to purchase in relation to the video advertisement content. They were the consumers' curiosity, consumers' judgements, consumers' budgets, consumers' likeness, consumers' staying updated behaviours and trends. These elements were believed, in this study, to have the tendency to enhance consumer decision making towards buying the advertised products or services in the video advertisement content.

The finding reported in this study showed that the feeling of motivation can create curiosity in young consumers' mind about the advertised products or services in video advertisement content. As Turner (2014) stated curiosity is the desire to close an information gap between a given desired knowledge as the position point with a

person's existing information set. Since music can raise the feeling of emotions (Leipold & Loepthien, 2015; Miranda & Claes, 2009; North et al., 2000), at the same time, it can raise the feeling of interest, which in turn, creates the curiosity of the advertised products or services in the young consumers' mind. Based on the findings from one of the experts' opinion, it gave an example that, advertisements should come in a way that young consumers have never seen before, with a fresh musical sound, as this will motivate them to explore the advertised products or services especially if they are related or popular amongst them. Again, he stated that young consumers love to explore new things. Based on the expert's opinion, music has the ability to raise motivation in a way that create curiosity inside the young consumers' minds when they are processing the video advertisement content. This is in line with Guéguen and Jacob (2014) who found that music has the ability to give knowledge and a choice of certain products to the consumers' minds.

Furthermore, the experts stated that, the fresh sound of the music, some new added value of a product, and the great story telling about the advertised products in video advertisement can move the young consumers to explore the information related to the advertised product or service. As this can push them to process the information of the video advertisement where it puts them in the decision making process mode. For example, one of the experts explained that, if the preference music of the young consumers relates with the advertised product, such as the Huawei smartphones brand, definitely the young consumers will immerse themselves exploring the information because they have the motivation and curiosity about the product. This is similar to Fischer, Fischer, Englich, Aydin, and Frey's study result (2011), as they found that music has the power to lead to information processing inside the

consumers' minds in terms of the decision making to purchase the product that being advertised.

The finding from one expert's opinion has been supported by the findings of the young consumers' opinions which was that motivation leads to a feeling of curiosity towards the advertised products or services in the video advertisement. The majority of the young consumers stated that they would explore the advertised product that they were exposed to in the form of video advertisement content. For example, they would explore the advertised product if it seemed interesting to them and had some added value; at the same time, they stated that they would explore the product in terms of its quality, and the advantages that the product had for them. This is similar with the theory of the ELM where Petty et al. (1983) stated that consumers with high involvement were concerned more with the quality of the arguments presented in the advertisement. The findings are directly in line with previous findings, such as Cross (2014); Alexomanolaki, Loveday, & Kennett, (2006) Ryan and Deci (2000); and Ryan and Silvia (2012) where they proved that music allows the young consumers to feel interested and enjoyable in exploring their curiosity related to the message of the products and services in video advertisement content.

Thus, music can raise the feeling of motivation in which it can create curiosity inside the young consumers' minds to explore the advertised products or services in the video advertisement. As this can be related to the cognitive processes of the young consumers' minds towards the information of the advertised products or services. In the theory of the ELM, people who use central routes will process the information deeply as they have the motivation to get the advertised product. Hence, the

motivation will raise the feeling of curiosity, leading the young consumer to process the video advertisement in their decision making processes.

Based on the finding reported in the present study, information processing can be regarded as the crucial element which is it involved with the decision making process. But, in order to make the information process more extensive, young consumers need to have high levels of motivation. Petty and Cacioppo (1986) stated that, high levels of motivation lead to extensive information processing that happens within the central route of persuasion. The findings showed that high levels of motivation lead to the information processing of the young consumers' brains in terms of making judgements related to the video advertisement. Eventually, it can lead the young consumers to be in the mood of decision making towards buying the advertised products or services. For example, a popular explanation from experts' views, of young consumers' judgements is that they like to judge based on what they see in the video advertisement content. For example, one of the young consumers explained that the perfume in the video advertisement made her judge that the perfume smelled soft and that it was expensive because the music playing in the background was soft. Furthermore, she said that if young consumers liked the music, they would get interested in that product. This finding is in agreement with Barros, Duarte, and Cruz (2011) as they explained that advertisers must place the consumers' minds in a certain mindset by providing them with hints to produce specific meanings and to make judgements.

Furthermore, the majority of the experts who highlighted that young consumers prefer to see the product visually first, before they judge it differently based on the information presented, thus, leading them to make their decisions for buying

purposes. According to the experts, young consumers like to judge more on the visual perspectives as they go well with the music in the background. Music helps them to judge the products or services differently in the video advertisement content. This is in line with Schnurr, Brunner-Sperdin, and Stokburger-Sauer (2017) and Eckman and Wagner (1994) who reported that, when a visual of a product in an advertisement produces positive perceptions of attractiveness, consumers may judge the visual information differently.

Similarly, the majority of the young consumers strengthened the experts' view points as they stated that visual aspects with music moved them to explore and judge more on the advertised product or services as they see the luxury of the product or that the product has some added value. For example, one of the young consumers reported that she would see the product of a smart phone in the advertisement, then she would explore the details about the smart phone if the music and the video advertisement were interesting and attractive. As such, she would look at the ram, camera, and storage, and so on before deciding to buy it. From her point of view, it shows that music encouraged her to judge and explore the information of the advertised product through the video advertisement. The findings of present study can be linked to Kardes, Cronley, Kellaris, and Posavac (2004) in which they found that consumers will have effortful processing as the need for cognition increases regarding the advertised product or service in a video advertisement. According to the ELM theory, young consumers who use the central routes are the individuals that need more recognition and elaborative arguments about the advertised product or service (Petty & Cacioppo, 1986) before they decide to purchase it.

Another interesting finding reported in the present study was that, the young consumers had the motivation to stay updated regarding the advertised products or services from the video advertisement content. In the experts' points of view, young consumers like to stay updated regarding the advertised product or service that has a link with their interests. The majority of the experts expressed that young consumers are sensitive towards the variation of lifestyles that occur around them. This is similar to the finding of Gaber and Wright (2014) where they found that young consumers stay updated about everything that they are interested in, in relation to advertised products or services found in the video advertisements. For example, the experts stated that young consumers very close with media and always on the internet as they would like to see and watch the latest lifestyles from movies, dramas, artists and music videos. Hence, the staying updated behaviour can be linked with young consumers' personal relevancy that can lead them to the central information processing. This finding ties in well with the theory of the ELM where personal relevancy leads an individual to the central information processing (Petty & Cacioppo 1986).

Furthermore, young consumers can be seen from the present study as liking to stay updated regarding the latest trends from video advertisement content. This is in agreement with Kowalska (2012) who claimed that a trend is a market where consumers in different countries can purchase the same products, and it is also included in the circle of culture, entertainment, recreation, and leisure facilities. A trend is another important finding in understanding the young consumer decision making perspectives of buying the advertised products or services from the video advertisement that they are exposed to.

More so, the present findings have confirmed that trends can put the young consumers in high levels of involvement in the information processing even if they enjoy thinking in general. The majority of the experts emphasised that the trend can also come from the viral things which can bring about effects on young consumers' lifestyle, luxury fashion style, and entertainment products or services, and these will always become the trend in their life circles. This is in agreement with Kowalska (2012); and Zanolli and Naspetti (2002) where they found that young consumers will have individual links with the advertised products that are related with their character in accordance with the trends of a global nature.

From the experts' findings, they explained that youngsters will explore the video advertisement content when it relates with their lifestyles. For example, the Huawei smart phones video advertisement featured the Bunkface boy band as they represent the young generation in terms of their attire, musical styles, latest luxury phones, and friends' group around them. Hence, this leads the young consumers to feel that the video advertisement has a relation with them or has a connection with their interests and it can affect them in their decision making processes.

Similarly, the young consumers' points of view in this finding has proven that they are more towards being trend followers when it comes to buying the advertised products or services. This is in line with Tucker (2011), who stated that young consumers are synonymous with the latest styles, trends and behaviours. In the present finding, the young consumers explained that the elements of luxury products, setting places, new added value products in terms of food, music, and entertainment will always affect them in thinking of having the advertised product. It can be seen that young consumers gain the motivation from these elements in exploring the

products or places that they are interested in and adapt them as their lifestyles of living. This is similar to the previous finding in a work conducted by Domenico and Ryan (2017) who found that young consumers have the motivation in exploring the information regarding the trends that they interested in. The elements of the trends from the present study require the young consumers to be in high levels of information processing so as to know the benefits of a product that has been shown in the video advertisement content. As Lee and Jin Ma (2012) claimed, that consumers with high levels of information processing become confident to recognise the benefit of a product in the advertisement content. Hence, trends lead young consumers in central routes by affecting their decision making towards the video advertisement content, which can be suited with the ELM theory.

From the theoretical perspectives, this finding can be concluded as being that, young consumers have the attitudes towards having the staying updated behaviour in following today's trends of the youngster's lifestyle that has the tendency to affect their decision making of buying the advertised products or services from video advertisements. As stated by Petty et al. (1986), young consumers require a good deal of information to process the advertisement content because they want some products or services which relate with their attitudes and personalities as this makes them develop the central favourable thoughts towards the products. From this process, they will be put in the decision making mode towards buying the advertised products or services.

Another promising finding was that the young consumers budgets would be the motivation for them in buying the advertised products or services from the video advertisement. Four of the experts revealed that budget becomes the determining

factor of young consumers to be in the decision making process of buying the advertised products or services. This has been proven by Martin (1998), whereby he found that for the related advertising products the monetary value can help the consumers to be in the high involvement state of mind. The present finding demonstrated that the consumers' budgets is depend on their needs and wants, and it contributes to the impact on the consumer decision making towards the advertised products or services.

The experts' points of view were an important finding in understanding the consumer decision making perspectives. Meanwhile, there was one young consumer that has the same point of view as the experts whereby she revealed that the budget becomes her priority when targeting to buy the advertised product in a video advertisement. According to the ELM theory, consumers will process the information deeply and focus on the elaboration of the information and the opinions obtained (Petty et al., 1987) as they need to relate with their budget at hand.

Furthermore, consumer liking is an important thing that was found to be reported in the present study, where, it can immerse the young consumers in the decision making mood of buying the advertised products or services in video advertisement. Young consumers will have high levels of motivation when they have found that the video advertisement suits their interests. For example, the majority of the experts had emphasised that young consumers like material based products, such as smartphones, laptops, DSLR cameras, and many more. They also like the pop music culture, in terms of lyrical content, as well as the artist who sings the song. These elements have been proven in this study to increase young consumers' liking as well as require them to be in the central routes to process the information towards the advertised products or service in the video advertisements.

The experts views have been supported by the young consumers' opinions that their liking can come from material and luxury products as well as be accompanied by luxury music in the background, which they are exposed to in the video advertisement content. For example, one of the young consumers reported that the video advertisement product must suitable with young consumers age range and she gave examples of the products that the young consumers are always looking for and become to their liking; they were luxury phones, fashion clothes, and branded handbags as she stressed that these types of products leads them to process information deeply. She added that, the expensive products make them to think in terms of budgeted money, quality, and the beautifulness, as well as the function that they can benefit from. The present study is in agreement with the ELM theory, which is that, young consumers will look at the source credibility, and responsibility, which are included with their emotions that can affect their decisions depending on individual's motivation and capacity to elaborate as they perform effortful cognitive processing (Griffith et al., 2018) of the video advertisement content. The present study showed that when young consumers' likings are increased, their decision-making process will be affected by the video advertisement content. This is in agreement with Gaber and Wright (2014), as they found that consumers notice the advertisement to be relevant to them and match their interests, and it is more likely to catch their attention and produce their assignation towards the products. Hence, this leads them to put forth consideration in buying the advertised products or services through the video advertisement.

Besides finding that motivation can affect the information processing that leads young consumer in their decision making processes towards the video advertisement content, the present study confirmed that consumer decision making can also be affected in the

subconscious mind context. This is an important finding in the understanding of how the young consumers' brains work in two conditions, which are the conscious and subconscious contexts. Consciousness is more about people being fully aware of something happening around them. Meanwhile, the subconscious mind context is more related to the state of the mind between the conscious mind and the unconscious mind (Wongtada, 2017) towards something that is happening around them. The role of music can also be seen in the context of the subconscious mind of the young consumers towards the advertised product or service in video advertisement content.

From the experts' points of view, there were three subthemes that emerged in the finding under the theme of subconscious mind. The three subthemes were the food products, daily products and peers influence, that can affect young consumers' minds subconsciously. This finding has shown that music can move the young consumers subconsciously towards the advertised products or services. Based on the experts' views reported in this study, these three elements of subthemes as mentioned above can affect the young consumers' decision making of buying the advertised products or services because of the music in the video advertisement content without the young consumers even realising it. For example, one of the experts explained that the *Yusoof Tayoob* advertisement, which is a dates' advertisement, uses very slow music and, in the middle of the music, there is one sound saying the brand name of the dates which is *Yusoof Tayoob*. The experts further explained that people would not know if the music was not meant for that brand or how it would influence consumers to buy the brand, it would be very difficult without the music factor in that video advertisement. Meanwhile, from the young consumer perspectives, there was one subtheme that emerged with the expert's subthemes which can be categorised as low involvement

product. Hence, the findings have been subsumed and discussed between the two perspectives.

The present study confirmed the previous findings about the potential of consumer decision making can be affected through subconscious mind in terms of food products. Alauddin, Hossain, Ibrahim, and Hoque (2015) found the consumer watches some food advertisement, finds it appealing, and buys it, even if that individual had not planned on buying it before. This can be related to the majority of the experts' points of view in which they stressed that a food product is an appealing element that can subconsciously affect young consumers in their buying decision because of the music in video advertisement without young consumers realising it. They stressed that the subconscious mind always makes the calculation out of one's fully conscious mind. As the experts frequently stressed, the food products in terms of fast food, such as KFC advertisements, Pizza Hut advertisements, Subway advertisements always becomes the focus of young consumers' favourite choices of eating, which easily affects them subconsciously. Again, according to the experts, they stated that music actually moves the young consumers subconsciously in order to buy the advertised food products. This is in agreement with Hahn and Hwang (1999) and Howard (1997) who found that music is one of the modes that affects the information processing of consumers as they can easily understand the information in the advertisement content without the need for any deeper processing. As this finding showed young consumers are familiar with fast food advertisements and they have knowledge in a way that they do not need to process much information about the advertisement content. This is in agreement with Carpenter and Yoon (2011) who found that consumers who have experience in many areas of buying products will be led to the use of tactics that reduce the cognitive effort throughout the decision making process.

The expert's opinions were supported by the young consumers' views, which the present study categorised it as low risk products as reported in the findings of the young consumers perspectives. The majority of the young consumers revealed that they always bought the low involvement products without the need of cognitive thinking. As one young consumer gave example of a beverage product that she felt interested in trying the taste of without the feeling of needing to explore the information more deeply; it was Calpis, the drinking yogurt. This can be seen as a result of the music from the video advertisements beautifying and giving the meaning as well as persuading the young consumers to buy the product. This is in line with the works of Sofi and Nika (2016) as well as Karimi (2013) in which they found that consumers would suddenly make decisions about buying the food product unexpectedly, or they would accidentally purchase it and, therefore they think that they had seen all the possibilities of the product and it made them confident to buy it. These findings tie in well with the ELM theory, that young consumers will use peripheral processing as they just depend on simple cues of source attractiveness and message length, and they tend to take shortcuts when reading the message (Petty et al., 2005). Hence, this leads them to be in the decision making mode of buying the advertised products or services.

Another interesting finding was that, the experts revealed that the daily products made most of the young consumers be in the peripheral route of information processing. The present findings showed that daily products can be considered as low involvement products in which they do not need elaborative information as they are for daily use. The present study is in agreement with the theory of the ELM which states consumers depend on peripheral cues and simple evaluation strategies when the elaboration likelihood is low rather than high (Petty et al., 2005). The majority of the

experts revealed that buying daily products is often led by music in the subconscious mind as it depending on person's wants and needs. This is in line with Vedabala (2018), who stated that music unconsciously controls the young consumers' responses to the advertised product. Again, experts of the finding stressed that consumer decision making is more towards automatic buying without the need to process the information of the advertisement content deeply. This is in line with Willman-iivarinen (2017) who reported that some decisions are made automatically by humans in their daily lives in regards to buying the advertised products or services. The experts revealed that young consumers who are subconsciously affected by the music controls them to increase their intention in making decisions of buying advertised products that they become confident to believe in the advantage that a product has for them.

Similarly, most of the young consumers supported the experts' points of view in which they claimed that products that were low risk in terms of shampoo, shower gel, and Colgate toothpaste, affected them subconsciously in their buying decisions. It can be categorised based on the data analysis of young consumer interviews, called as the low risk product. As has been said by Mishra and Kesharwani (2016) low risk products can come from the personal care products, where the usage period of the product is less than a month and the products are of low involvement and this is suitable to the theory of the ELM in which it stresses that consumers just need a simple association, experiences, or inference to catalyse the attitude change (Petty et al., 1987).

More so, the experts' opinions were proven by another two young consumers who claimed that they had trust in low risk products as it affected them in their decision

making. Actually, music in the video advertisements of the daily products also plays its role to influence the young consumers' decision making towards the video advertisement content. This is because, the music brings the emotional link, unconsciously controlling the young consumers' responses to the advertised products (Vedabala, 2018) in the video advertisements. Indirectly, music in video advertisements in the present study can be seen as influencing young consumers to have the perception of believability and making them become familiar with the daily products' use. This is in agreement with Willman-Iivarinen (2017), who stated that consumers' decision-making strategies can be used quite effortlessly in this context. The present finding is also in line with Radder and Huang (2008) who stated that consumers' perceptions are based on their beliefs that they are familiar with the brand in the video advertising and thus, it affects them in their decision making of buying it.

Other than that, peer influence will also drive young consumers to process the information in their subconscious minds regarding the advertised products or services from the video advertisement. The findings from both perspectives, which were the experts and young consumers, have touched on the peer's influence that can contribute to having impact on consumer decision making. For instance, three experts revealed that young consumers will prefer to follow their peers so as to be accepted in the their peers group. The experts' opinions have been supported by the young consumers when they stated that they would prefer to follow the peers' in their group when it comes to buying the advertised product or service, that their group of friends prefer. This is in line with Alauddin et al. (2015) and Makgosa and Mohube (2007), who found that young consumers find an advertised product appealing and buy it as they want to be like their peers.

It is important to note, that the present evidence revealed that the peers' influence caused them to use less cognitive processing instead of more of the affective processing towards the advertised products or services in the video advertisement content according to the experts' point of view. The experts claimed that young consumers follow their peers without any reason and just want to be a part of the crowd. This statement shows that, psychologically, it affects the young consumers feelings towards the preferred advertised product from their peer group. This is in agreement with Yazici (2016), who reported that a luxury product becomes the young consumers' motivation and this is also in line with Grant and Stephen (2005) who reported that young consumers are willing to pay an expensive price for a branded product which is respected by their peers.

Similarly, five of the young consumers revealed that they followed their peer group heavily. They stated that they wanted to be the first person who owned the most preferred product from amongst their group of peers. As has been said by Reed, Mikels, and Simon (2014) and Zeigler-Hill et al. (2014) young consumers need a high levels of self-esteem and their intentions towards products and services are high in the context of buying the advertised products. However, the findings revealed that the young consumer were particular in their processing of the advertisement content as they knew their peers preferences of the advertised products or services. They stated that they tended to use cognitive processing as they wanted to follow the peers in their group. For example, they would take their peers into consideration if they wanted to buy a luxury product, such as branded shoes, but at the same time, if they found that their friends just used the non- branded simple shoes, and this would make them think that they needed to be the same as the others in their peers group.

In summary, information processing plays a big role in influencing young consumers' minds towards the video advertisement content. There are two big elements in information processing that play heavily in young consumers' minds when they view video advertisements. They are motivation and subconscious mind. High levels of motivation and ability will put young consumers in the central processing mode as they need to consider many elements, such as judgements, staying updated behaviour, liking towards the advertised products or services, consumers' curiosity that is raised by the music and the video of the advertisement content, consumers' budgets and the trends. The present study ties in well with the ELM theory, which states that when people have high levels of motivation and ability to process the advertisement content definitely, they will use central information processing (Petty & Cacioppo 1986) in their decision making processes. The uniqueness of this study is that, it has given a clear picture on what young consumers prefer in the video advertisement content so the advertiser can improve it in the future. These elements enhance the decision making processes of young consumers towards the advertised product or service that they view in video advertisement content. There is another uniqueness, of the finding in this study and that is, it gives the advertisers a hint that they should consider the consumers' budget when they are selling or promoting the product which is compatible with consumers' age of having the advertised product.

Besides that, the last big element was the subconscious mind's effect on young consumers' decision making in terms of food products, daily products and peer influence. The findings tie in well with the ELM theory which is that, people will have less motivation and ability to process the information and they will tend to depend on the credibility of the source, as well as the attractiveness of the message, and they will tend to take a shortcut in regards to the message as they already know

what its content is (Griffith et al., 2018; Karimi, 2013; Petty et al., 2005; and Petty & Cacioppo, 1986).

Furthermore, the finding showed how the subconscious minds of young consumers react towards the video advertisement of the advertised products or services when they are in the decision making mood. As a conclusion, both of the two big elements in information processing have been proven in this research study as it has the potential to enhance consumer decision making for buying purposes. This research has achieved its third objective which was to discover the information processing of music effect on young consumers' decision making in video advertisements.

6.3 Theoretical Contribution

One of the issues regarding young consumers is that they usually skip the advertisement, and this remains a challenge for the advertisers and marketers to promote and sell their products as the advertisements are of no value to the young consumers' perspectives. The ELM theory was employed in this study to ease the justification of the need for improvement in terms of the video advertising perspectives towards the young consumer decision making. It is certain that this theory is used to describe the persuasive communication of consumers' ways of processing information in the advertisement content that might have impacts on their decision making for buying purposes.

Through the outcome of this study, different views on persuasion communication between musical power and musical familiarity have been identified. Persuasion in terms of music videos leads to information processing as individuals exposed to the video advertisement content and also, show different ways that their brains react to

the video advertisement content. Meanwhile, in view of the fact that the ELM theory remains the dominant perspective on knowing how the persuasion communication, such as musical power, and musical familiarity, leads to information processing and contributes to the impact on young consumer decision making towards buying the advertised products or services. Hence, this study found it applicable as a platform through which the influence of music in video advertising on young consumer decision making could be explored.

The young consumers in Malaysia revealed that it would be good to have the impact of music in video advertising as suggested by the outcomes of this study. This study contributes to the ELM theory by highlighting that musical power has two dimension which are intrinsic and extrinsic influences on the young consumers' brains towards the video advertisement content. The intrinsic and extrinsic influences of musical power will become the contribution to the persuasive communication in the ELM theory. In addition, as revealed in the finding, musical power will cause the young consumers with high levels of motivation and ability to process the video advertisement content, especially that which relates with the high involvement products in the study area. Some studies have included how people combine music with images or visual, iconic words, messages, and products to create meanings or make certain product attributes as noticeable values towards the target the audience's minds (Shevy & Hung, 2013; Vuoskoski & Eerola, 2013; Cai et al., 2015; Schnurr, Brunner-Sperdin, & Stokburger-Sauer 2017). In addition, the present study can be considered as a contribution towards the ELM theory that includes a new angle, which is the use of four cords and one and fifth notes, as well as music's hook of musical power can grab or trigger the young consumers' minds to give attention to the video advertisement content. This will lead them to process the information at deeper level.

According to the understanding of the ELM theory, the present study contributes to explain that young consumers will use central routes based on the musical power revelation in the video advertisement content in the study area. Pearce and Rohrmeier (2012) found that musical advertising in video form has a strong effect that brings meaning to the target consumers to be focused more on the video advertisement. The present study revealed that the musical power gave the young consumers the feeling of motivation to process the information of the video advertisement content. Based on present study, it was found that music becomes powerful as it conveys the implicit and explicit natures of the content in video form. Thus, the young consumers' decision making will be affected as they start to focus on and process the video advertisement content. Psychologically, music has the power to induce young consumers' brain that will produce changes to processes information from the video advertisements content. The present study also extends the ELM theory, which is that music has the power which may increase the motivation or ability to elaborate, guiding a person toward central route processing as it provides information to the target consumers' preferences with the aim to affect their decision-making processes. The example can be seen in section 6.3. Thus, music can be powerful when it comes with audio video aspect as this can raise the young consumers motivation towards the advertised product or service.

Theoretical contributions have been established by this study in the perspectives of ELM in terms of the musical familiarity effect on young consumers decision making. The present study contributes to the persuasive communication elements in the ELM theory, which is the musical familiarity, and also extends the ELM theory on the musical familiarity effect on the young consumer decision making process in the study area.

More so, the present study contributes to explain on the perspectives of peripheral route of the ELM which is, that musical familiarity can make a product become familiar to the young consumers' minds subconsciously. As it is stated by Prior (2016) and Cooke (1959) music that is familiar brings the connection with ordinary, means that it has deficiency of challenge or eagerness, however, musical familiarity still has its ability to affect people's emotions subconsciously. Musical familiarity can be seen on both perspectives. For example, from the experts point of views, stated that repetition of musical tone can affects human mind subconsciously towards the products or services in the video advertisement. The music will bring the connection of ordinary feeling or less eager of young consumers towards the information of the advertised product or service that they exposed to in the video advertisement. The further explanation can be seen on how music creates familiarity in the section 4.3.3b.

Next, the present study contributes that musical familiarity uses the peripheral processing of the ELM because young consumers are viewed as having already stored the information about the advertised product or service from the video advertisement. According to Karimi (2013), the subconscious mind leads the consumers to feel that they have viewed all the potentials in the advertised product's preferences. For example, the young consumer informants revealed that they thought that the repetition of music or the familiarity of music creates branding for the product, increases the brand strength through the music and makes them recognise the product until they think they want or need to buy the product.

The present study also showed how the decision making is affected by the musical familiarity's influence on the young consumers' brains. This study has also supported Söderlund (2002) who reported that, when consumer familiarity rises up, consumer

expertise is likely to increase. Hence, based on the finding of this study, music may decrease the motivation or ability to elaborate, guiding a person towards the peripheral route processing whilst it provides information that is processed through the subconscious mind as it aims to affect the young consumer decision making process towards the advertised products or services indirectly. Therefore, the ELM of the peripheral routes, preferably, need a simple association, experiences, or inference to catalyse the attitude change towards the advertised product or service in the video advertising perspectives to the extent of affecting the young consumer decision making process.

From the perspectives of information processing, this study contributes to the ELM in understanding the young consumers brains' processing in relation to the advertised product or service in the video advertisement content. This study found that there were two big elements, which were motivation and the subconscious mind, that have become the next contribution in information processing for the ELM theory. For instance, the study extends the motivation element of the ELM theory by indicating that the judgement of the young consumers, their habits of having stay updated behaviours, their liking towards the advertised products or services, curiosity about the advertised product or service, their budgets and their caring about today's trend all, happen in the central information processing. This is because, it was found that, these elements have the personal relevancy with them and indirectly influences them in their decision making processes of buying the advertised products or services through the video advertisement content.

These elements were found in this study as influencing young consumers' motivations to process the information on the advertised products that is dependent on their levels

of encouragement and their current moods. Young consumers will have high levels of motivation and the ability to find and use information so as to guide them in their judgement practices, reduce the level of risk and solve problems using the central information processing in order to make the decisions of buying the advertised products or services in the study area. One of the examples from the motivation element was the young consumers' judgements whereby the present study brought the understanding that young consumers will judge the advertised product based on the video and the music as they get certain feelings when they are exposed to the video advertisement content.

Similarly, the young consumers stated that videos with music move them to explore more about the advertised products or services as they see the luxury product, or the product that has some added value. As Shevy and Hung (2013) explained, the video gives meaning to the music, and the music gives meaning to the video through the salience of the shared attributes. Hence, the present study extends the information processing that leads to the decision making process of buying the advertised products or services instead of forming an attitude solely from the video advertisement content.

In addition, the present study has confirmed that the extended elements in motivation will bring the young consumers strongly to the central argument of the message, containing relevant logical facts, and they will develop a more favourable attitude towards the product, see section 5.6.2b. Hence, this will lead them in their decision making processes of buying the advertised products or services. Therefore, this study found that it is possible that the musical power in video advertisement can influence motivation and the cognitive processing of the young consumers to process the

advertisement's argument in relation to the advertised product or service with the aim to influence their decision making processes.

Furthermore, there is another new angle that has contributed to the ELM theory which is the subconscious mind that young consumers are using indirectly towards the advertised products or service. Based on this study, the elements that lead to the subconscious mind being active are the involvement of food products and, daily use products, and the peers influence that can affect young consumers decision making of buying the advertised products or services as a result, of the music from the video advertisement content without the young consumers noticing it. These elements of the subconscious mind contribute to the peripheral information processing that is led by the musical familiarity in the video advertisement content. The example can be seen in the section 4.4.2a and 4.4.2b. Other than that, according to the experts, the young consumers will prefer to follow their peers so as to be accepted in the group in peripheral way. This is also in agreement with the young consumers as they confirmed that they follow their peers' group heavily however, they meant it more in central way of processing information in the video advertisement content.

In conclusion, the present study found that the subconscious mind will use peripheral routes as they requires less cognitive processing in which it contributes to affect the decision making process of the young consumers instead of forming their attitudes towards the video advertisement content and leads them towards the buying purpose. Hence, the present study has confirmed that subconscious processing of advertising can influence the buying decisions of the young consumers towards the advertised product or service in the video advertisement that is led by musical familiarity.

The following is the proposed model of music in video advertising towards young consumers' decision making in Malaysia followed by the explanations:



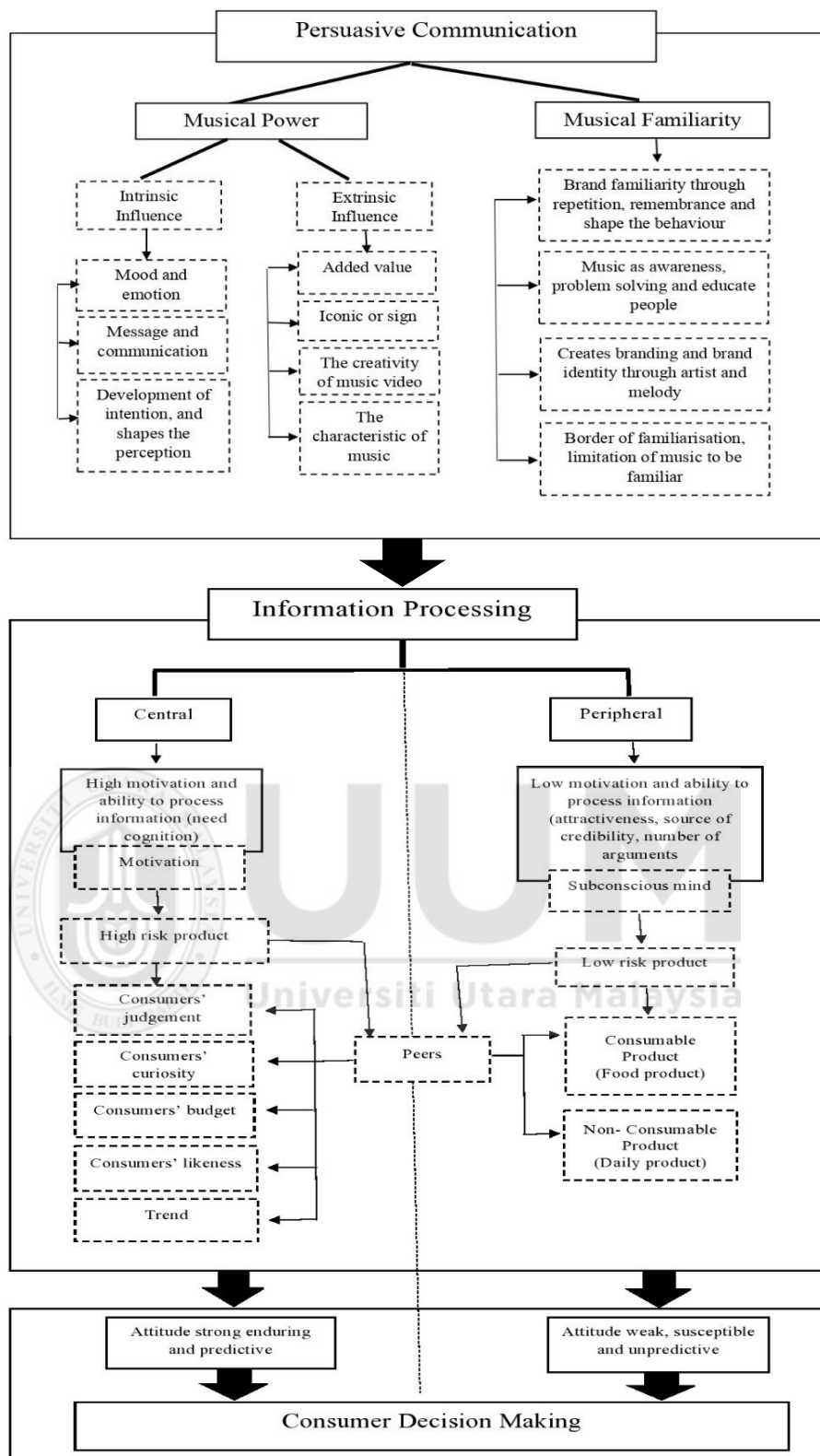


Figure 6.1. Music Video Advertising Towards Young Consumers' Decision Making Model

The model above is the proposed model for the exploration of music in video advertisement content. The model represents the musical power and musical familiarity effects on the young consumers' decision making of buying the advertised products or services in video advertisement content. After careful consideration and analysis of the outcome of the findings in this research, the researcher has proposed this model to explain the information processing of musical power and familiarity towards young consumer decision making in the context of ELM.

Musical Power: The finding of this study has revealed that musical power has been derived from two dimensions of effects to the young consumer decision making. The first was the intrinsic influence and the second was the extrinsic influence of music on young consumer decision making. The elements from the intrinsic and extrinsic aspects are crucial as suggested by this research study. There is music that has effects on moods and emotions, music as a message and communication, music that leads to the development of intentions, and music that shapes the perceptions of the advertised products or services in the young consumers' minds, and these can be known as the strongest elements in affecting the young consumer decision making process. For example, the lyrics in the 'Pizza Hut' advertisement song, where the advertiser puts in the telephone number using the music hook, which is 1-800-75-2525. This will make people remember the message as well, and it tries to communicate with the target consumers that this phone number, will make the pizza come to you.

Meanwhile, the extrinsic influence is more towards the matching of the intrinsic element to be developed. In the extrinsic aspect, there is music as added value, music as iconic or a sign, the characteristic of the music video, and lastly the characteristic of music for the video advertisement content. For example, based on the finding

revealed from the informants, the classical music characteristic shows the luxuries of a perfume in the advertisement. This is in agreement with a study conducted by Dolegui, (2013) who found that classical music would provide a positive, soothing, and comfortable environment for the participants due to its relaxing tone that would facilitate information processing. This also shows that the characteristic of music can become a sign for a product to the young consumers understanding. Thus, both the intrinsic and extrinsic influences make the music become powerful in affecting young consumer decision making towards the advertised product or service in video advertisement content.

Musical Familiarity: The finding of this study showed that, through musical familiarity can turn the brand of a product into something familiar. Brand familiarity can be seen derived from musical familiarity as it has the capability of putting young consumers into the mode of the decision making process. The brand becomes familiar, when the musical tone is repeated and can create memorable sounds in relation to a product to be remembered by the young consumers' minds. Furthermore, it can create awareness in terms of problem-solving products. For example, advertisements about sun-tan lotion, and face cream shared by informants from both sides have the same point of views, as they stated that this kind of advertisement reveals about the danger of UV rays and at the same time it shows the solution to the target audience by using lyrical music on how to apply the lotion. Meanwhile, for the face cream advertisement, the music is very soothing when the solution comes out, as it reveals that this face cream is effective and it does this through affecting the young consumers' feelings. In the end, they would bear this in mind and take action to buy that cream or lotion.

Also, it can create branding in terms of brand identity through an artist and melody. For example, based on the experts' views, the Digi advertisement tone and, the song is like "I will follow you" which is the tagline of the Digi advertisement and gives the meaning that I will always be there for you. This tagline eventually became the Digi brand identity when it was always in the video advertisement. Other than that, again from the experts' perspectives, musical familiarity should have a border in which it can maintain the attention of the young consumers and prevent them from get bored and skipping the advertisement. Thus, the elements from musical familiarity have the potential to affect the young consumers' decision making towards the advertised product or service.

Information Processing: This study revealed that information processing of young consumers can be seen as being derived from motivation and subconscious mind as suggested by the finding of this study. Young consumers will process information based on the exposure either from the influence of musical power or musical familiarity on the consumer decision making. When young consumers are exposed to the musical power, they will automatically take the central route to persuasion. Musical power will increase their motivation, meanwhile musical familiarity will decrease the motivation, automatically leading them to the peripheral route and the mind will react subconsciously towards the advertisement content.

Central Route: The central route of information processing will be used by young consumers who are exposed to musical power. Since music can raise motivation, it improves the human cognitive performance (Dolegui, 2013; Shevy & Hung, 2013) towards the presented information of the advertisement content on the video screen. When motivation is raised by musical power, young consumers will develop curiosity

for and make judgements regarding the advertised product or service, and they will always stay updated, they will have the budget control, develop a liking, and follow the trend. Meanwhile, in the consumers' perspectives, there were slightly different views, where they put themselves in the cognitive processing when they follow the members of their peer group when they thinking of having a particular advertised product or service.

Peripheral Route: The peripheral route of information processing will be used by young consumers who are exposed to musical familiarity. It will bring the young consumers' minds subconsciously to process the video advertisement content. Basically, from the experts' perspectives, the young consumers in this route will not process the information as the products are based on food or daily consumption. This was similar to the young consumers' perspectives as they categorised the products as low risk product. Meanwhile, when talking about the peers' influence, the experts' points of view showed that young consumers are moved by their peer group when it comes to deciding what brand or product that they should buy without any deep processing as to whether they truly need that product or not as long as they can be accepted by the peers in their group.

Consumer Decision Making: Based on the musical power exposure, the elements of both the intrinsic and extrinsic aspect would trigger young consumers to begin processing the information deeply as it has the potential to affect their decision making of buying the advertised products or services. Young consumers will go step by step through the consumer decision making before they come to the conclusion of making the purchase. Hence, the affected decision making will give them a hint or

idea to hold on to as they may want to buy the advertised product or service in the future.

Meanwhile, based on the musical familiarity exposure, its elements also have the potential to affect young consumer decision making of buying advertised products or services. The types of products that musical familiarity can affect are food product and also daily consumption products. This is because, young consumers do not have to process much information as it is the low risk product and consumers do not need much information to process regarding this kind of product because they assume that they already know the advantage or information about a particular advertised product from the video advertisement. Thus, the decision will be made shortly as they skip certain stages of the consumer decision making. In addition, their mind will use the subconscious affective states as processing the information of the advertised products or services in the video advertisement.

6.4 Methodological Contribution

The aim of this study was to explore about the effects of musical power, musical familiarity, and information processing on young consumer decision making. The main aim of the research revolved around the ELM theory that is, the ways of processing the information based on the persuasive communication which also worked as the backbone of this study.

Most studies that have used the ELM often used quantitative as its research method. It commonly uses an experimental design and survey method with questionnaire distribution (Allan, 2016; Binet et al., 2013). In this study, the methodology employed was purely qualitative which revolved around in-depth interviews amongst experts

who consisted of advertisers, musicians, and academicians. Also, this study conducted in-depth interviews with young consumers which acted as the main contribution, methodologically, towards the development of advertising and media studies, especially on the issue of music and the way of information processing towards young consumer decision making in video advertisement content. Research studies that uses the questionnaire as their study instrument have close-ended results which is in contrast to the qualitative type of study which provides open-ended questions that are rich in information and data.

Also, both the in depth interviews between the ten experts and the ten young consumers gave holistic and diverse views towards the advertisement issue that have been highlighted in this study. The issue here was that, most consumers skip the advertisements and so they are not valuable for them. Advertisers also find it difficult to reach their target audience. Teixeira (2014), stated that, one way to handle this issue is to use entertainment elements. Thus, the entertainment elements that are chosen by this study was music. As stated by Craton et al. (2011), the use of music has the potential to dominate advertisements for promoting or selling products or services through a medium which is in video form. The use of in-depth interviews for both experts and young consumers has not been implemented in any other study on the effect of music in video advertisements on young consumer decision making.

Other than that, this study was conducted using the data triangulation method so as to see the differences and the matching points of the answers of the study. It was determined by using the angles from two known points (Heale & Forbes, 2013) which were from the experts' perspectives and the young consumers' perspectives. As stated by Gibson (2017), triangulation allows researchers to document consistency in the

findings using different methods, increasing their confidence that the findings are not driven by a particular method or data source. It combines more than one method to collect data under the same topic and also to capture different dimensions of the same issue (Gibson, 2017; Heale & Forbes, 2013).

In this study, the researcher combined four data sources which were the in-depth interviews with advertisers, musicians, academicians and young consumers in order to analyse and get the improvement of using music in video advertisement content as well as to see the young consumers' psychology in relation to the advertised product or service that can have an effect on their decision-making processes. The findings revealed the potential of musical power and musical familiarity to have effects on the information processing happening in the young consumers' brains as it can affect their decision-making process in relation to buying the advertised products or services. Without the application of the triangulation method, the connection between the experts' group and the young consumers in the issue of advertisement content and young consumers' preferences could not have been achieved. The usage of data triangulation in the study of music, especially in video advertisement in relation to consumer decision making is new and adds relevance to the contributions in the study methodologically.

6.5 Practical Contribution

Practically, the findings of this study are expected to provide insights for advertisers and musician so as to give knowledge on the perspective of making music in advertisement effectives to its target audience. It is also important to know young consumer psychology and preferences regarding the advertised products or services, as well as the advertisement content in video form. Understanding the young

consumer decision making through information processing that is induced by either musical power or musical familiarity in advertisement content can give a clear picture to advertising and music industries to come out with something fresh, new, and entertaining as it can meet the youngsters' preferences and follow their psychology. This research has shown a clear picture of how music in video advertisements affects the human mind and how the human mind reacts and processes the video advertisement content as it leads to young consumer decision making towards the advertised products or services. Therefore, music, especially that which is created for the purpose of advertisement content, needs to be focused more because without the music factor, young consumers will never be drawn to the advertised product as they will not get the right feeling from it.

Musical power can bring the perception to the consumers' minds in relation to the advertised products or services in video advertisement content. The practical implication of music in video advertisements using the ELM theory, which has been applied in this research, is for guidance and giving the initial idea of creating effective and creative music for video advertisements to affect the young consumers' brains. It is also useful to guide the advertisers and musicians on how to capture pockets of consumers by capturing their minds. The right use of music leads to an increase in sales, but the wrong one can lead to a huge loss for the company. Therefore, using the right music for the advertisement content might attract more attention of the young consumers towards the advertised products or services in the video advertisement content as it can shape the perception and acceptance of the advertised products or services. Then, it can create more favourable attitudes as it affects their decision making of having the advertised product or service from the video exposure.

Other than that, from the practical perspectives, marketing industries can also get benefits from the advertising companies by advertising their products in a more appropriate way. This is because, this research provide the advertising companies with the expertise and a wide range of knowledge about how to advertise and promote products and services that meet their target audience's preferences and their psychology, especially the role and uses of music for advertised products and services in video advertising. Thus, this research can be a benefit to marketers, advertisers, researchers, media buyers, artists, film makers and other experts who can provide advertising that can help to grow a business through increased sales.

6.6 Limitations of the Study

Even though this study has achieved all its highlighted objectives, it has still had its limitations. It is almost impossible to go through each and every person of the experts who are involved with different backgrounds of work, as well as all the youngsters around Malaysia. Other than that, it was rather difficult to identify the youngsters who had clear knowledge on this issue as they did not have any proof of the facts that they could show to the researcher before they had been selected for the interviews. The only way to decide if they had the knowledge was, through a survey of the demographic and psychographic answers that they were given. Thus, only then would the researcher know whether they had the knowledge necessary to be interviewed later.

The findings from this study were only limited to the exploration of music in video advertisements. Thus, this study only focused on young consumer perspectives and their levels of psychology and not on older adults so as to see music's influence on them in advertising perspectives. Next, the findings of this study cannot be

generalised throughout Malaysia because the sample of the study was small in the perspectives of choosing young consumers only. Finally, the number of literature works reviewed was also bounded due to the time obligation.

6.7 Suggestions for Future Study

This study has covered all the intended aims and objectives proposed for this study. However, extensive scholarly works can still be implemented to widen and extend this research to a broader scope. This study has focused on music in video advertisement towards young consumer decision making. Therefore, future scholarly studies could look into other ages of human beings, such as older adults, to explore music's influence on them in advertising perspectives.

Other than that, future scholars could also look at another perspective in advertising, such as the influence of music and visual perspectives on young consumers' behaviours towards the advertisement content. It would also be fruitful for future researchers to research the music culture that is suitably useful for video advertising perspectives, such as in YouTube, as well as to research about consumer reactions towards that particular form of advertisement by conducting a content analysis in the related studies.

Next, scholars could also look into visual art in advertising perspectives. Although the use of art is extensive in advertising, the numerous ways in which it may be used have not been systematically studied. Thus, it seems enlightening to offer an outline of how visual art is incorporated into advertising as well, the scholar could reveal the knowledge by asking questions about how this use of art influences consumers. By increasing knowledge in this area, this research study will assist advertisers in using

art strategically and systematically instead of using it in an informal manner based mainly on awareness and involvement.

Other than that, scholars could carry out a study in terms of the influence of music with consumers personalities related to the brands in advertising perspectives. As such, the scholars could look into the perspectives of music duration in a video form so as to see how it can affect the consumers' personalities. This can be achieved by the scholars using in-depth interviews with advertisers. Meanwhile, for the consumers, the scholars can conduct an experimental study so as to see the responses of the consumers on how music affects their personalities related to the brands in the advertising perspectives. Thus, this study will bring new knowledge in terms of the music duration usage in video advertising as to how it can affect the consumers' personalities based on a mix-method study.

Besides that, many studies are going towards another new direction which are studies related to music and neurology in advertising perspectives. For example, the monitored electrical brain responses are presented to consumers as they are exposed to existing television and radio adverts with strategic, tactical, or no music. The finding has shown that the study offers novel indications for the best use of background music to encourage advert effectiveness (Bhattacharya, Zioga, & Lewis, 2017). Another new study that scholars have been focusing on is investigating the mechanisms using the eye-tracking, facial expressions and galvanic skin responses (GSRs) of women in a Laboratory who are exposed to the same music in a television advertisement of a certain perfume brand (Cuesta et al., 2018). Thus, future researchers could explore this topic further in terms of music and the neurology of the consumer responses in advertising perspectives.

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APPENDIX A

INFORMED CONSENT FORM

RESEARCH TITLE: MUSIC IN VIDEO ADVERTISING TOWARDS YOUNG CONSUMERS' DECISION MAKING: A QUALITATIVE APPROACH

INTRODUCTION AND PURPOSE OF THE STUDY

This study intends to explore the influence and the power of music in the minds of consumer. Specifically, how music becomes powerful in affecting decision making of young consumer towards buying the advertised products or services in video advertisement. Also, how music establish familiarity with advertised product or service in video advertisement and how it affects young consumer on making decision of buying the advertised product or service in video advertisement. This study also wishes to explore how consumers mind reacts on information from video advertisement though its music and how it affects consumer decision making of buying the advertised product or service. This study also seeks to know young consumers music preferences vis-à-vis the preferred advertised products. Finally, this study aims at exploring how young consumers process musical information in video advertisement.

The interview should take about an hour or less. I will be taping the session because I don't want to miss any of your comments. I will be presenting two types of video advertisement as the stimuli to ensure that you understand the topic and the questions later.

By signing below, you are agreeing that: (1) you have read and understood the Participant Information Sheet, (2) questions about your participation in this study have been answered satisfactorily, (3) you are aware of the potential risk (if any), and (4) you are taking part in this research study voluntarily (without coercion).

Participant's Name (Printed)*

Participant's signature*

Date

APPENDIX B

INTERVIEW PROTOCOL (EXPERTS)

RESEARCH TITLE: MUSIC IN VIDEO ADVERTISING TOWARDS YOUNG CONSUMERS' DECISION MAKING: A QUALITATIVE APPROACH

This study intends to explore the influence and the power of music in the minds of consumer. Specifically, how music becomes powerful in affecting decision making of young consumer towards buying the advertised products or services in video advertisement. Also, how music establish familiarity with advertised product or service in video advertisement and how it affects young consumer on making decision of buying the advertised product or service in video advertisement. This study also wishes to explore how consumers mind reacts on information from video advertisement though its music and how it affects consumer decision making of buying the advertised product or service. This study also seeks to know young consumers music preferences vis-à-vis the preferred advertised products. Finally, this study aims at exploring how young consumers process musical information in video advertisement.

Time of interview:

Date:

Place:

Interviewer:

Interviewee:

Position of interviewee



Questions for Academicians

1. The Power of Music

I would like to learn about the strength of music in video advertising perspectives. How it gives effects on decision making of buying the advertised products or service.

- 1) Can you define what musical power means?
- 2) How power music is in affecting young consumers in advertisement?
- 3) What is the characteristic of musical power that can affect decision making mood?
- 4) What do you think about current musical advertising toward Malaysian young consumers?

Probing questions

- Can you give me an example of musical power in video advertisement?
- How does it influence the mood of a consumer to make decision in purchasing?
- Music gives motivation, what can you say about this?
- How this motivation influence consumer in decision making of purchasing?

2. The Familiarity of Music in Television Advertisement

I would like to learn about the specific issues on establishing familiarity of music in video advertising perspectives. Also, the differences of individual respond when exposed with music in video advertisement.

- 1) Can you define what musical familiarity means?
- 2) How strong the musical familiarity is in affecting young consumer decision making in advertisement?
- 3) What is the characteristic that shows young consumer familiar with certain music in video advertisement?
- 4) Could you please explain the difference between individual who experience musical power and individual who experience musical familiarity in advertising?

- 5) Is there any specific process in making decision in accord to musical power and musical familiarity of video advertising for buying purpose? If yes, what? If no, why?

Probing questions

- Can you give an example of people familiar with music in video advertisement?
- Familiarity feeling sometimes leads to decreasing in pleasures, what can you say related to music that is familiar and consumer decision making in video advertisement perspective?

3. The Information Processing

Let us discuss about specific issues related to consumers mind reacts on information from music video advertising perspectives.

- 1) How about information processing in advertising, could you please elaborate?
- 2) What are the influences of lifestyle and the psychological traits that motivate them to purchase certain products? Please elaborate.
- 3) What is the characteristic that music can be in advertising strategy and how does it work?

Probing questions

- Can you give an example of how consumers process the information from the video advertisement content?
- In what kind of content does the consumer look for?
- How does the information processing can be related with the use of music in video advertisement?
- Can you give an example, of what kind of music video advertisement that can be relates with psychology of young consumers? Is it can affect the decision making among them? If yes, how, if no why?

Questions for Musicians

1. The Power of Music

I would like to learn about the strength of music in video advertising perspectives. How it gives effects on decision making of buying the advertised products or service.

- 1) Can you define what musical power means?
- 2) How will the audience respond to the emotional content of the music in terms of creative content?
- 3) Would they be influenced by music in a video commercial advertisement in terms of making purchase decision? Please elaborate.
- 4) What kind/style of music could lead young adults in purchasing products and services?
- 5) What do you think about current musical advertising towards Malaysian young consumers?

Probing questions

- What is meant by creative content in advertising perspective?
- How to know that music is powerful for consumers in video advertisement?
- Music gives motivation, what can you say about this?
- How this motivation influence consumer in decision making of purchasing?

2. The Familiarity of Music in Video Advertisement

I would like to learn about the specific issues on establishing familiarity of music in video advertising perspectives. Also, the differences of individual respond when exposed with music in video advertising.

- 1) Can you define what musical familiarity (musical experience) means ?
- 2) How music could give a trust to young adults in making purchase decision regarding products and service?
- 3) (Do young adults, skip certain stages when making buying decision? If yes, how, if no why?)
- 4) What are the differences between these two groups:
 - o Young adults who solely affected by the musical influence?
 - o Young adults who affected by the music experience?

Probing questions

- How decision making is built through music towards advertised product or service?
- How music create familiarity?

- How about music repetition, is it leads to familiarity feeling? Can you elaborate on that?
- Familiarity feeling sometimes leads to decreasing in pleasures, what can you say about that?
- How is familiarity feeling of video advertisement influence consumer decision making in purchasing?
- Sometimes the familiarity feeling, making the consumers not particular about the information in video advertisement. What can you say about that?

3. The Information Processing

Let us discuss about specific issues related to consumers mind reacts on information from music video advertising perspectives.

- 1) What music can do or portray especially for young adults when they have to make certain decision about buying products or services?
- 2) What are the influences of lifestyle and the psychological traits that motivate them to purchase certain products? Elaborate please.

Probing questions

- What kind of music alerts the young consumers towards advertised product?
- What kind of music makes the young consumers familiar with advertisement or advertised product?
- What kind of music decrease the pleasures of a video advertisement content?
- Can you give an example, of what kind music video advertisement that can be relates with psychology of young consumers? Is it can affect the decision making among them? If yes, how, if no why?

Questions for Advertisers

1. The Power of Music

I would like to learn about the strength of music in video advertising perspectives. How it gives effects on decision making of buying the advertised products or service.

- 1) What is the function of 'hook' in advertising?

- 2) How does the 'hook' affect the consumer buying decision?
- 3) How will the audience respond to the emotional content of the music in video commercial?
- 4) Why advertisers choose to use 'reference music' in a video commercial?
- 5) What do you think about current musical advertising towards Malaysian young consumers?

Probing questions

- What is meant by creative content in advertising perspective?
- How to know that music is powerful for consumers in video advertisement?
- Music gives motivation, what can you say about this?
- How this motivation influence consumer in decision making of purchasing?

2. The Familiarity of Music in Video Advertisement

I would like to learn about the specific issues on establishing familiarity of music in video advertising perspectives. Also, the differences of individual respond when exposed with music in video advertising.

- 1) What is the function of music tagline/ music logo?
- 2) How does a jingle affect consumer buying decision?
- 3) How does the young consumer respond to the repetition of music in a video commercial, in terms of making purchase decision?
- 4) What are the keywords that advertising agency use to make young adults familiar with video commercial to choose a product or service
- 5) How does a repetition of lyric of a song in advertisement can help purchasing decision for young consumer?
- 6) Could you please explain the difference of individual who exposed to advertisement that has music hook and advertisement that has music identity?

Probing questions

- How music create familiarity?
- Familiarity feeling sometimes leads to decreasing in pleasures, what can you say about that?

- How is familiarity feeling of video advertisement influence consumer decision making in purchasing?
- Sometimes the familiarity feeling, making the consumers not particular about the information in video advertisement. What can you say about that?

3. The Information Processing

Let us discuss about specific issues related to consumers mind reacts on information from music video advertising perspectives.

- 1) What are the influences of lifestyle and the psychological traits that motivate them to purchase certain products?
- 2) How about information processing in advertising, could you please elaborate?
- 3) What is the characteristic of music can be in advertising strategy and how does it work?

Probing questions

- What kind of music alerts the young consumers towards advertised product?
- What kind of music makes the young consumers familiar with advertisement or advertised product?
- What kind of music decrease the pleasures of a video advertisement content?
- Can you give an example, of what kind of music video advertisement that can be relates with psychology of young consumers? Is it can affect the decision making among them? If yes, how, if no why?
- Can you give an example of how consumers process the information from the video advertisement content?
- In what kind of content does the consumer look for?
- How does the information processing can be related with the use of music in video advertisement?

Thank you for participating in this interview. All the information provided is private and confidential, to be used only for the research purpose.

APPENDIX C

DATA COLLECTION LETTER



Pusat Pengajian
Teknologi Multimedia & Komunikasi
SCHOOL OF MULTIMEDIA TECHNOLOGY & COMMUNICATION
Universiti Utara Malaysia

School of Multimedia Technology and Communication (SMMTC)
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Fax : 604-928 5804 Email : mmte@uum.edu.my

"MUAFAKAT KEDAH"

TO WHOM IT MAY CONCERN

Dear Sir/ Madam

DATA COLLECTION FOR PROJECT PAPER/THESIS

This study is to explore the strength of music in television advertisement affects the consumer in making decision to buy the advertised products and services. Your contribution towards this interview will help us to understand the role of music in advertising field. By doing this interview, it is hoped that this could bring new knowledge for the industry and also for the academic field.

Your valuable knowledge and experience toward these current industrial practices have significantly contributes to academic field of knowledge. Therefore, we are highly appreciated if you be able to contribute some of your valuable time to discuss the issue during interview session at your earliest convenience. Your response will be kept strictly confidential.

Thank you for the participation and time contribution. Once again, your support is valuable to this study and the industry. Please do not hesitate to contact us if you have any enquiries.

Best regards,

Syazwani Mahsal Khan (researcher)
Email: syazwanishona@yahoo.com
Tel: 012-4122179

Dr Norsiah Abdul Hamid
Email: nor1911@uum.edu.my
DR. NORSIAH ABDUL HAMID
Senior Lecturer
Department of Multimedia Technology
School of Multimedia Technology and Communication
College of Arts and Sciences
Universiti Utara Malaysia

27/2/2017

APPENDIX D

DEMOGRAPHIC AND PSYCHOGRAPHIC SURVEY



Dear Respondent,

I am a researcher from Universiti Utara Malaysia conducting a study entitled " Music in video advertising towards consumer decision making: A qualitative approach".

This questionnaire is designed to meet the above aim and you have been selected as one of the respondents for this survey. All information provided will be confidential and the identity of respondents will be kept confidential, and the information provided will only be used for scientific research purposes only.

This questionnaire should be answered by generation Y as they are more active on buying purpose at the same time they are more look up to the information through the attraction of music in advertisement about certain products or services.

This questionnaire is designed as to see the demographic and psycho graphic of respondents regarding on how they are viewing the advertisement with some sources of background that they hold in their lives.

Thank you for your help and cooperation in this matter.

Thank you

Yours sincerely,

(Syazwani Mahsal Khan)
Researcher
School of Multimedia Technology and Communication,
Universiti Utara Malaysia
06010 Sintok, Kedah

PART A - PROFILE

Please read and fill in the blanks below.

Demographic Background	
Name	
Age	
Gender	<input type="checkbox"/> Male <input type="checkbox"/> Female
Marital Status	<input type="checkbox"/> Single <input type="checkbox"/> Married
Occupation	
Work place	

PART B - MUSIC AND ADVERTISEMENT

Please tick (✓) in the box that applies to you or write the answer that best represents your answer.

1. Do you like music?

- ☐ Yes
- ☐ No
- ☐ Maybe

2. Do you aware of advertisements now days?

- ☐ Yes
- ☐ No
- ☐ Maybe

3. Do you like to watch advertisements?

- ☐ Yes
- ☐ No
- ☐ Maybe

4. Give one example of advertisements that really attracts you or entertain you.

5. Based on the answer above, can you describe what are the things that are attractive for you to watch that particular advertisements?

6. What kind of advertisements do you prefer to watch?

7. What kind of music that you think it suits the advertisement for young generation?

8. Do you believe music in advertisement are able to put young consumer in decision making context of buying?

9. What kind of product that you prefer to buy?

10. Do you think music could help in selling the product through video advertisement?

- ☐ Yes
- ☐ No
- ☐ Maybe

11. How do you get the information regarding product that you like/ think of buying it?

- ☐ Through television advertisement
- ☐ Through social media
- ☐ Through friends

12. What are the things that you concern in advertisement of the advertised products or services?

- ☐ Trends (global and national)
- ☐ Peers
- ☐ Culture
- ☐ Artist/celebrity

13. Do you mind with the budget when it comes to buy the advertised products or services?

- ☐ I will collect the money till I can afford it to buy the products
- ☐ I will see my budget first
- ☐ I am very easy at making decision to buy the products.



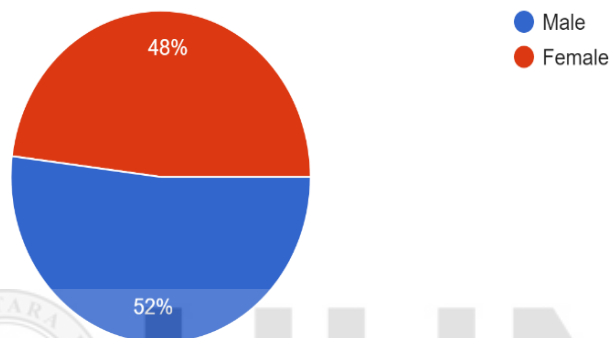
APPENDIX E

SURVEY RESULTS

This survey was sent to 50 young consumers and only 25 of them have answered the questions survey. These are the result based on the questions survey.

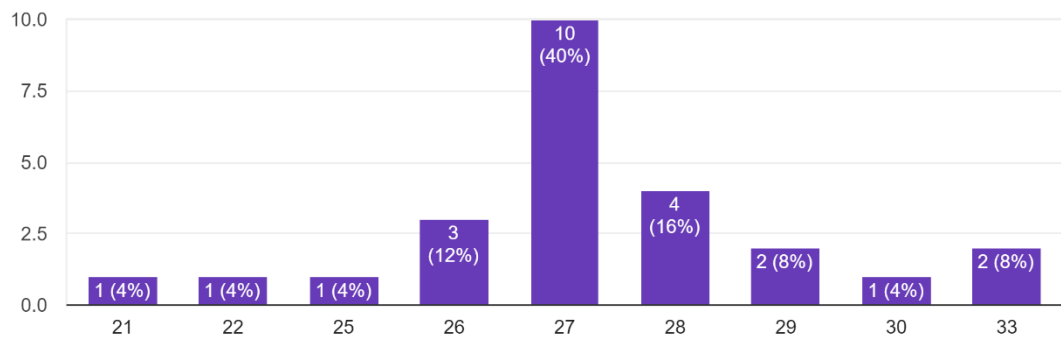
Gender

25 responses



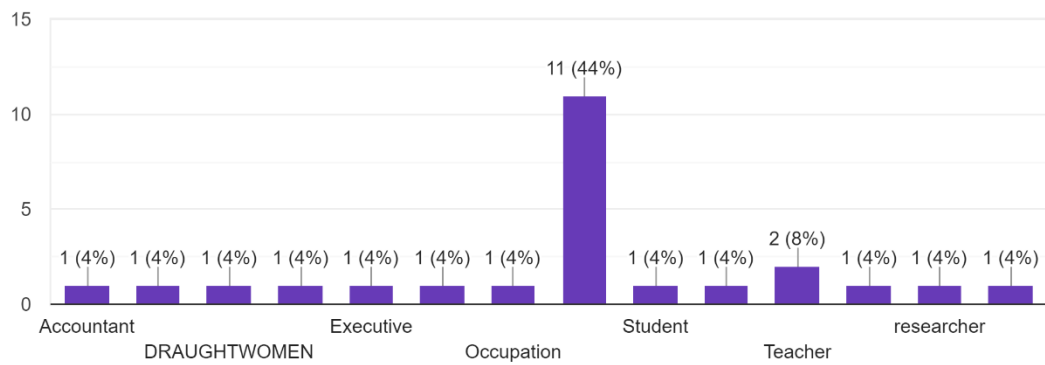
Age

25 responses



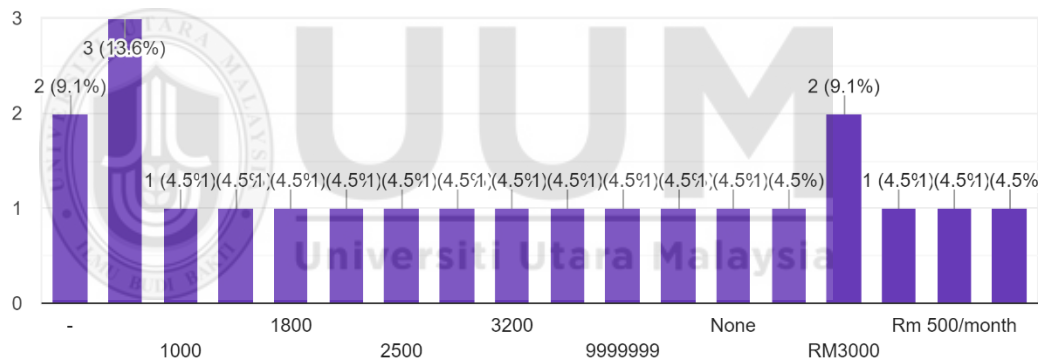
Occupation/ student

25 responses



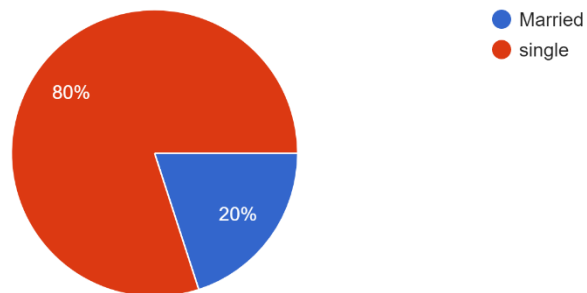
Salary

22 responses



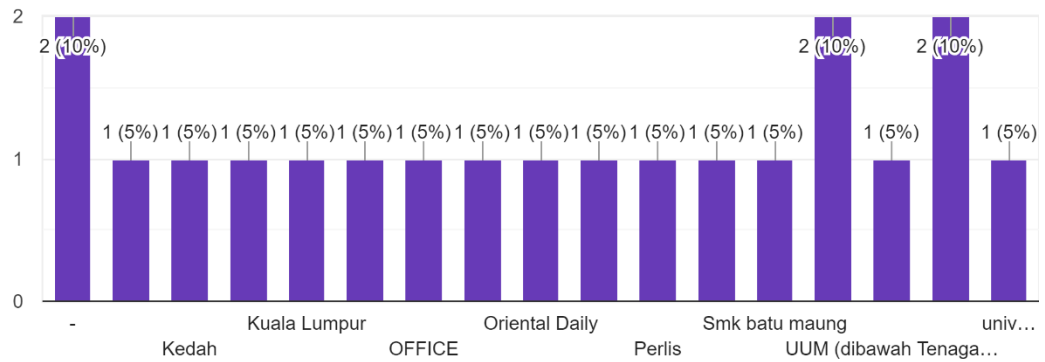
Status

25 responses



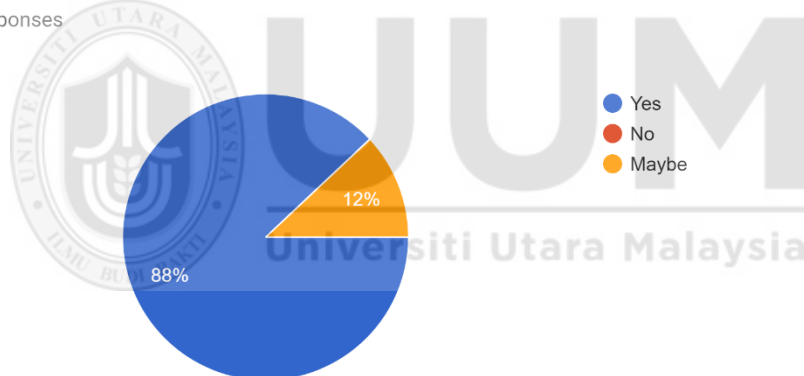
Work place

20 responses



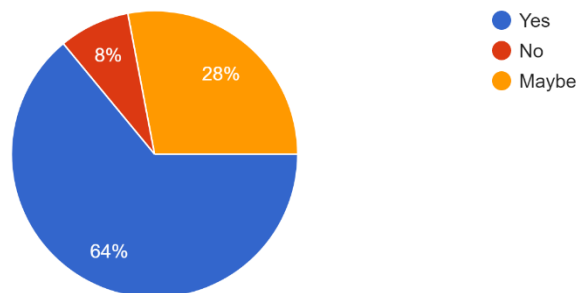
1. Do you like music?

25 responses



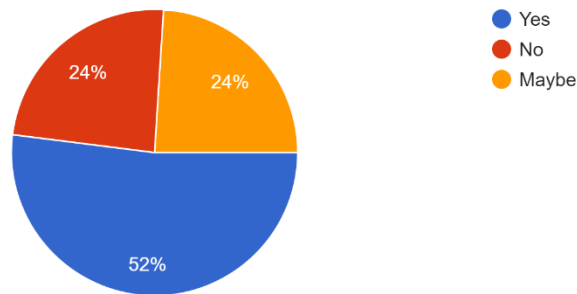
2. Do you aware of advertisements now days?

25 responses



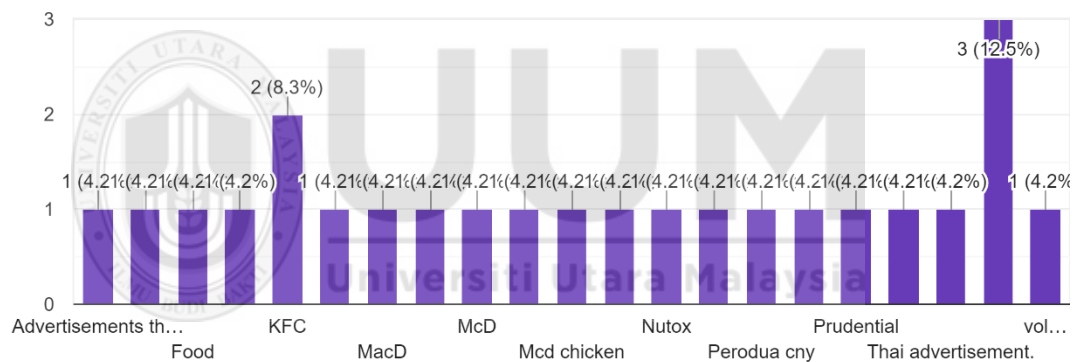
3.Do you like to watch advertisements?

25 responses



4. Give one example of advertisements that really attracts you or entertain you.

24 responses



5.Based on the answer above, can you describe what are the things that are attractive for you to watch that particular advertisements?

25 responses

- Delicious
- The food and music
- Music
- Beauty
- Masak
- Shoes
- Promotion and brand-new product

Menu

Because i love travel

Creative

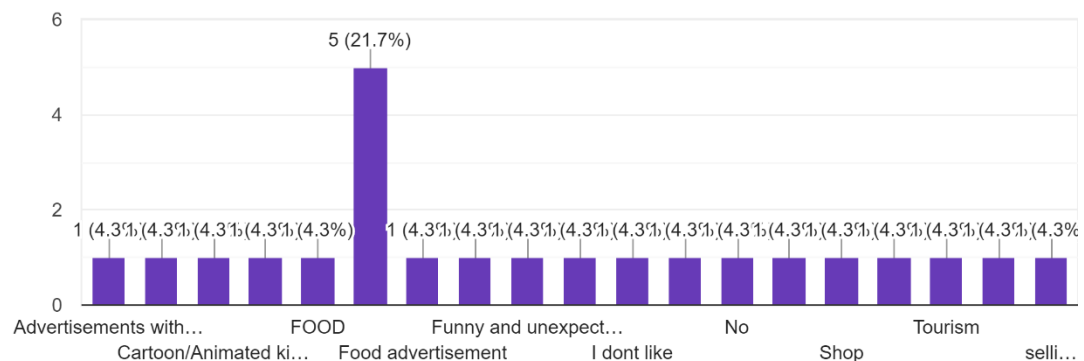
Storyline

The music

The plot/storyline of the advertisement.

6. What kind of advertisements do you prefer to watch?

23 responses



7. What kind of music that you think it suits the advertisement for young generation?

23 responses

Pop

R&B and alternative rock

Music

Rock

Hits and new song

Depends on the advertisement

Latest one

Classic n cool

It depends on the advertisement itself. But in general i think upbeat/catchy music will attract young generation

Depent on the types of the advertisement

They prefer fancy music but its better for them to choose calm music

Energetic muaic

The pop music

Rapper music and all the latest music

Pop genre

slow music

Korean music

8. Do you believe music in advertisement are able to put young consumer in decision making context of buying? 25 responses

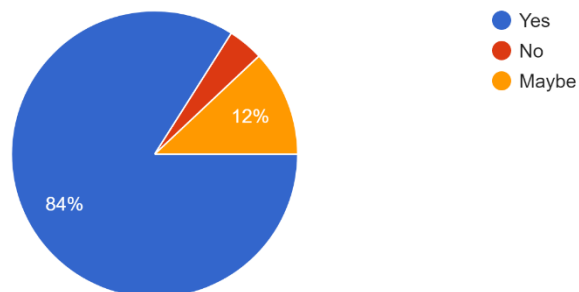
Yes
yes
A little
Maybe
Yes
May be
no answer

9. What kind of product that you prefer to buy?

Food
Iphone
Nutox
Phone
Ticket
Services such as hotel for travelling
That i really need
Food and beverages
Clothes
Organic food or comfy cloth
food
Gadgets
sport shoes

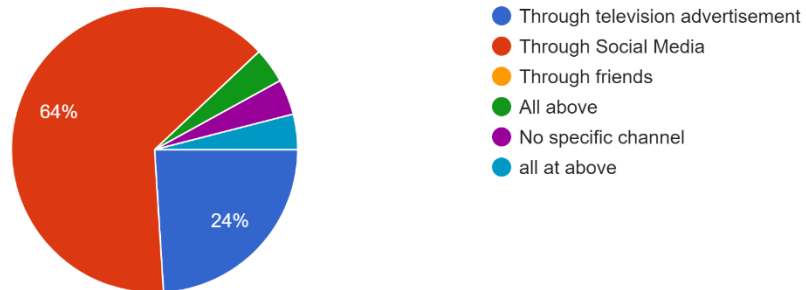
10. Do you think music could help in selling the product through television advertisement?

25 responses



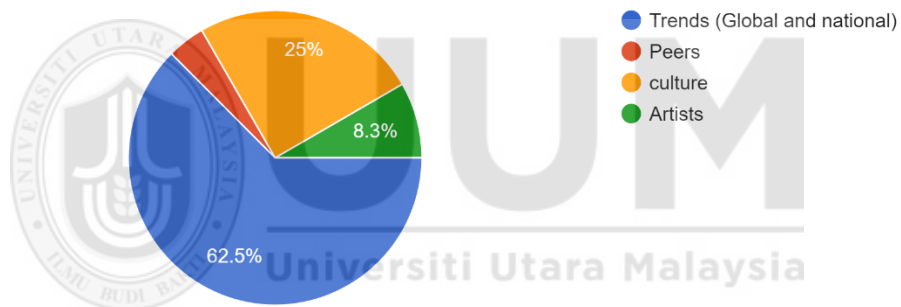
11. How do you get the information regarding product that you like/ think of buying it?

25 responses



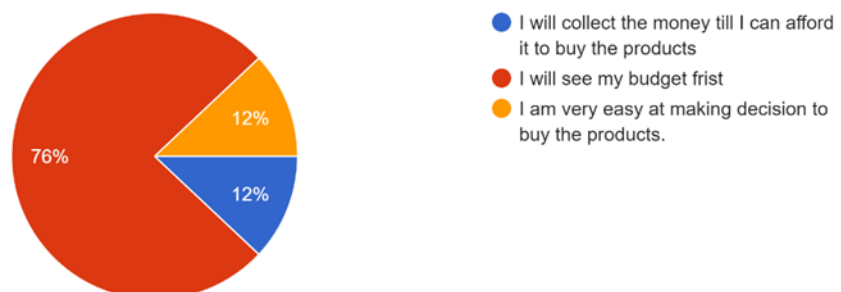
12. What do you concern in advertisement of products or services?

24 responses



13. Do you mind with the budget when it comes to buy the advertised products or services?

25 responses



APPENDIX F

INTERVIEW PROTOCOL (CONSUMERS)

RESEARCH TITLE: MUSIC IN VIDEO ADVERTISING TOWARDS YOUNG CONSUMERS' DECISION MAKING: A QUALITATIVE APPROACH

This study intends to explore the influence and the power of music in the minds of consumer. Specifically, how music becomes powerful in affecting decision making of young consumer towards buying the advertised products or services in video advertisement. Also, how music establish familiarity with advertised product or service in video advertising and how it affects young consumer on making decision of buying the advertised product or service in video advertisement. This study also wishes to explore how consumers mind reacts on information from video advertisement though its music and how it affects consumer decision making of buying the advertised product or service. This study also seeks to know young consumers music preferences vis-à-vis the preferred advertised products. Finally, this study aims at exploring how young consumers process musical information in video advertisement

Time of interview:

Date:

Place:

Interviewer:

Interviewee:

Position of interviewee



The interview will focus on opinion of the informants on the strength and the influence of music on decision making of buying the advertised product or service through video advertisement.

A. The Power of Music

1. What can you understand about musical power in terms of advertising perspectives?
 - a. What do you understand about the strength of music in advertising?
 - b. Do you think music is important in advertisement? And why?
2. How do you feel when watching advertisement that you like in terms of its music and its product in visual version?
 - a. What about the creativity of music in video advertising?
3. If the music is very interesting and could increase the feel of motivation and it is suitable with the ad and product like smart phone, so in your opinion, do youngsters will decide to buy? If yes, why? If no, why?
 - a. Do music can raise the feeling of motivation towards the advertised product or service in video advertisement?
4. Music can be very iconic for certain product in advertisement. So, in your opinion?
5. In your opinion, do you agree with the statement that music in advertisement could influence decision making of youngsters? If yes, how? If no... why?

B. The Familiarity of Music in Video Advertisement

1. In your opinion, what can you describe about the term of familiarity and music?
2. Do you feel music that is familiar, can affect the decision-making mood of youngsters? If yes, how, if no, why?
 - a. Do you think music that people familiar can bring the feel of trust? If yes, how and if no why?
3. Do you think music could help people in recall the advertisement of a brand product in advertisement? And how?
 - a. Do you think through familiarity of music can educate youngsters about the advantage of having a certain brand?

C. Information Processing

1. How about information processing when youngsters view the ads, in terms of trend, lifestyle, culture, or brand? Can you elaborate on this?
2. Do you think youngsters do purchase in subconscious mind? Will you elaborate on this?
3. Do youngsters explore about a certain brand in video advertisement before buying? Can you elaborate in terms of this?
 - a. Motivation
 - b. Budget
 - c. Time

End of the interview session. All the information provided is private and confidential, to be used only for the research purpose.

